

MARKETING &
MEDIA

JULY 1984 • \$3.00

Decisions

3

GUEST EDITOR TOM MAU
vice president, advertising
and brand management,
Lorillard, looks at
generic cigarettes and
new brands
Page 34

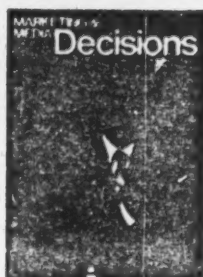
More turnover in
the top 200 brands Page 49

Who's missing the
teen opportunity? Page 42

The hottest nights
on network TV Page 27

Radio targets the
leisure spender Page 44

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CONTENTS

JULY 1984, VOL. 19, NO. 9

Guest Editor Tom Mau, vice president — advertising and brand management, Lorillard.

Features

- 27 Hottest nights on prime time tv**
It may be business as usual in 84-85 network tv season, but clients are paying a hefty increase for being there.
- 30 The President's media man**
Bob Hinson looks for long hot nights as he plans media for the Republican's ad agency, The Tuesday Team.
- 32 Fuji reaches for the baton**
The Japanese photo giant has run into some mishaps as it uses Olympics to win bigger U.S. share of film market.
- 34 No-name smokes get tough**
Generic and low cost cigarettes are hot but for how long? Lorillard's Tom Mau is betting no-name sales will cool off.
- 38 New wave in hair care**
New brands tangle hair care market with expanded ad budgets and shorter life cycle expectancies.
- 40 Stroh breaks beer baron monopoly**
Network tv sports sponsorship is finally available to Detroit brewer after years of legal travail and negotiation.
- 42 Who wants the teens?**
Marketers are missing a segment that is about as fickle in brand loyalty as it is supplied with disposable income.
- 44 Radio for the ritzy**
Two networks have targeted the leisurely wealthy at their favorite playgrounds.
- 49 The Top 200 Brands for 1983**
Decisions data analysis shows which brands led the spending parade in 1983.
- 206 D-Day for SAU's**
Standard Advertising Units become the space buying measure this month. Here's how to use the new SAU's.

Focus on . . .



Fuji film
(page 32)



Stroh breakthrough
(page 40)



John Hawks
(page 44)

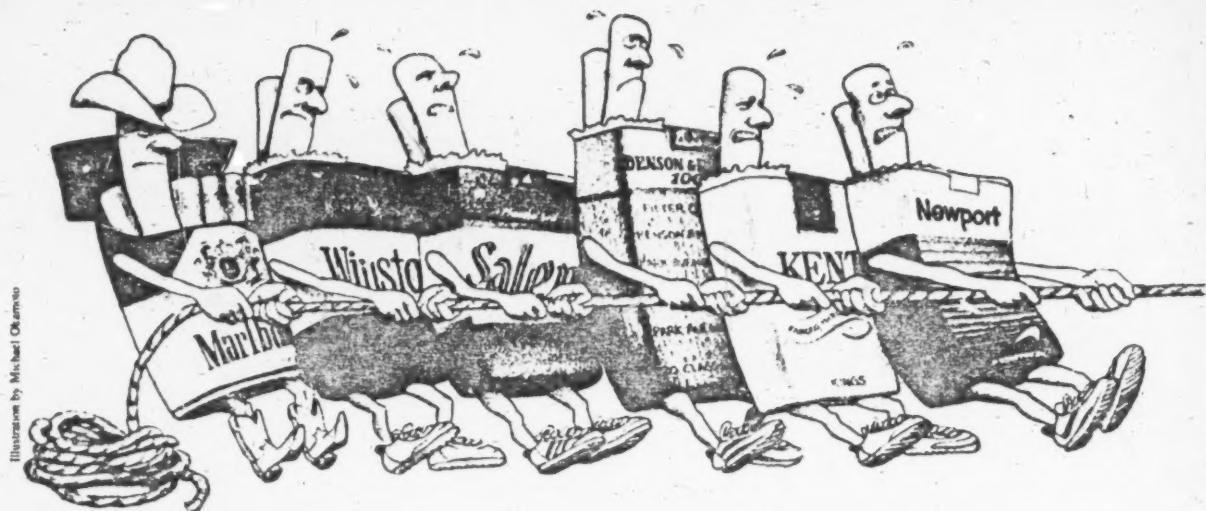
Departments

- 2** Focus on Marketing
8 New Electronic Media
14 Direct Marketing
17 Print Beat
20 Newsmakers
22 Update
24 Futures
174 Campaigns
191 Broadcast Beat
194 Cost Trends

As They See It

- 161** Mediology
by David Lehmkuhl
162 Television
by Betsy Frank
164 Marketing
by Dawn Sibley
169 Newspapers
by Hugh O'Brien
170 Radio
by Dennis McGuire
171 Research
by John McSherry
172 Magazines
by Paul Zuckerman
173 Cable
by Richard Kostyra

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Under siege, cigarette marketers fight back

Beleaguered by generics, new requirements for health warnings, and a Surgeon General's report that indicts passive smoking, the cigarette business is under siege. Guest Editor Tom Mau, vice president, advertising and brand management at Lorillard, puts these difficulties in perspective.

The long awaited storm that has been hovering over the \$25 billion U.S. cigarette industry hit with full force last month. And the winds of change blew in all directions. Buffeted by regulatory pressures, health concerns and the changing tastes of smokers, among other things, cigarette marketers are looking for some cover. The turbulence includes:

- A sudden jump in the market share held by generics. Disdained by the majors since their inception three years ago, the low-priced smoke, have now become harder to ignore. One report assays generic's share of market during the first quarter of 1984 at 4.5% — a stunning 86% increase from 1983's 2.9%. Liggett & Myers started the business three years ago and now

accounts for over 20% of the category's sales.

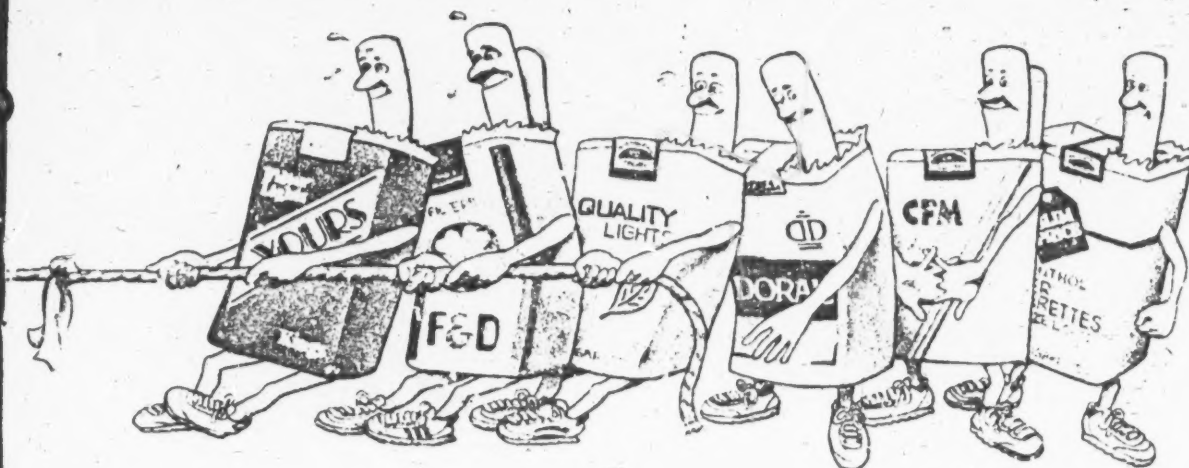
- The possibility of a two-tier pricing system. With R.J. Reynolds suddenly moving to recast fading-brand Doral as a low-priced smoke to do battle with the generics, the battlelines for a revamping of the time-honored one price standard has been enjoined. Liggett is also testing a new price brand, Stride. Some suggest Lorillard and Brown & Williamson may be the next to join the low-priced smoke race.

- A new report from the Surgeon General. The latest tome contends that nonsmokers can be caused illness from the fumes blown their way by nearby puffers. This could give further rise to state and local ordinances restricting smoking in public.

- Stiffer warnings on the packs and in advertising. Congressional legislation is pending that might require tobacco producers to attach cautions from the Surgeon General that smoking causes lung cancer, heart disease, emphysema and may complicate pregnancy. These would also have to be in bigger type.

- Increasing sales and pricing pressure brought by Federal excise tax hikes, as well as various state and local tariff increases.

The harbinger of many of these difficulties appeared nearly three years ago, when the badly listing Liggett & Myers took the risk on generic smokes that the financially healthier producers could, and did decline to take. Although low-priced to consumers, ge-



neries are costly to producers in the sense that they do not provide the cushy profit margins branded cigarettes reap. As Tom Mau, vice president, advertising and brand management at Lorillard quips, "If you had even suggested coming out with a generic cigarette, you would have been dropped out of an eighth floor window."

While generics have been successful in many sectors of the packaged goods market, notably paper products and plain vegetables, cigarette producers were sure that the concept would have little appeal in their image-conscious industry, which spends about \$1 billion annually on advertising. The feeling was that whatever blip generics might make on the sales screen, it would be only temporary, and would owe more to transient, poor economic conditions, than a real change in consumer mindset.

But by the end of 1983, generics had grabbed 2.9% of the market, up from 0.9% the year before, according to the Maxwell survey, which is compiled by John Maxwell, an analyst with A.G. Becker Paribas, and formerly with Lehman Bros. Kuhn Loeb. And by early 1984, the category had walked off with over 4% of the market, and in a much healthier economic climate.

Reynolds, which has been watching with satisfaction as its new Century brand, which offers smokers five more

cigarettes in a pack than the usual 20, pick up a sharp .09% share in the 43 states it is currently sold in, decided to take the value-added approach one step further. In May, the Winston Salem-based company announced that it was going to test a reformulated low-price Dorado product in 13 states. The brand, which was first introduced in 1968, had never really caught on, and had withered to a less than 15 hundredths of a

percent share of the market. Yet Reynolds' research found that the name was still positively recognized by 66% of all smokers. R.J.R. also wants to try the low-priced area because it finds that several of its brands were more vulnerable to generics than those of its main rivals. Smokes such as R.J.R.'s Camels attract 35 year-old and up consumers, the same demographic that regularly lights up a generic. There-

If treated as a brand, generics muscle into the top ten

brand	Producer	1984		1983	
		billions of units/market share*		billions of units/market share	
Marlboro	Phillip Morris	28.78	21.7%	27.79	20.9%
Winston	R.J. Reynolds	14.88	11.2	14.63	11.0
Salem	R.J. Reynolds	10.23	7.7	9.92	7.4
Kool	Brown & Williamson	9.74	7.3	8.63	6.5
Benson & Hedges	Phillip Morris	6.93	5.2	7.13	5.4
Generics	Liggett Group	5.82	4.4	3.28	2.5
Merit	Phillip Morris	5.81	4.4	6.30	4.7
Camel	R.J. Reynolds	5.56	4.2	5.32	3.9
Pall Mall	American Brands	5.22	3.9	6.01	4.5
Vantage	R.J. Reynolds	4.14	3.3	4.81	3.6
Kent**	Lorillard	4.38	3.3	5.85	4.4
Total top 10		95.97	72.2%	96.29	72.4%
Total top 11 with generics		101.79	76.6%	99.57	74.9%

* first quarter 1984, compared to same period in 1983

** includes Golden Lights brand family

Date: Lehman & Kuhn Loeb Inc.

Photo by Lawrence Baran



Tom Mau, vice president, advertising and brand management, Lorillard.

fore, Reynolds is reasoning that they might as well give their smokers an alternative that would allow them to stay within the K.J.R. stable. Further, the company points out that they are really risking very little. Although generics are not noted for their profit generating powers, Reynolds estimates that if Doral brand grabs 35% of the generic trade, it would bring in about \$40 million in earnings annually that it would not otherwise have enjoyed.

Some cigarette marketers say they are keeping their generic options open, while others still profess downright disinterest. Lorillard's Mau says, "It is a part of this industry. It is probably here to stay, at one level or another. And as anything comes along in the industry, we've been looking." But most industry observers expect Philip Morris to shy away from generics. The reason: Most of their brands appeal to a younger audience, and their primary thrust now is to a largely upscale crowd, both in packaging and advertising. One executive at a cigarette company is skeptical of the most recent tallies on generics. "Maxwell is hyping the area," he charges. "If gener-

Most cigarette marketers are convinced that the growth in low-priced smokes is being fueled by the recent price jump

ics growth rate continues, which according to him is practically a certainty, they would account for 15% of the market by the end of 1984. Come on, even Reynolds doesn't think the category will go that high."

Indeed, Martin Orlowsky, vice president for brand management at Reynolds, projects that "generics will grow to between 7% to 19% of the market." But he cautions, "There is no time frame for that to happen. I think the growth of the category has to do with a combination of things — the general economy, inflationary pressures, the overall pricing impact at retail of state and Federal taxes — all of these things clearly contributed to generics' growth."

Most cigarette marketers are convinced that the growth in low-priced smokes is being fueled by the recent jump in cigarette prices. While the

recession was thought to be the catalyst that pushed consumers to seek a cheaper alternative, the category really began to smoke when the Federal excise tax was doubled in January, 1983. That, plus the move by over a dozen state legislators to raise the tariffs on smokes, pushed the price of a pack past \$1 in many major metropolitan markets and sent industry sales tumbling 4.5% for the year. "Obviously," says Harold A. Grant, marketing vice president for Liggett & Myers, "the doubling of the FET gave generics and private label a big boost. It brought the category a lot more attention and provided strong incentive for people to try them in a shorter time frame than we could ever have hoped for."

Lorillard is examining the field closely, and Tom Mau takes a long-range philosophical view. Looking at how generics have fared generally among supermarket purchased items during their six year lifetime, Mau detects a very uneven pattern. He suggests that generics have performed best when inflation was high, noting that in some categories, particularly commodity and products, like sugar, shoppers

began opting for the cheaper alternatives.

"If you talk about so called 'commodity products, like sugar, that's probably 50% of sugar sales. If you talk about baking mixes, which somebody prepares and the family is going to eat, that's in the range of 15%. If you talk about health and beauty aids, which is probably one of the lower share categories, you're talking about 2% or 3%."

But when food inflation lessened — even though the economy had not yet turned up — generics lost much of their favor, except in the most basic categories.

Says Mau, "It all depends on how you want to look at the numbers, but by and large, private labels were down and the generics flat. It is the first year of the five or six they've been out there that they didn't show an increase," he notes. Now, in retrospect, sums up Mau, "I suspect because there were some very big gains during the inflationary spiral, that rising prices have more to do with the success of generics than a recessionary economy."

And while he feels they even if prices hold steady in cigarettes, as they have for food, it is still likely low-priced smokes will continue to grow. "Cigarettes are in a different part of the generic time frame," explains Mau. "People who are accustomed to buying other generic products and those who smoke are finding that generic cigarettes are available. I don't think everybody who is prone to try them has. I don't think they've reached their saturation point of trial," he asserts. As that point comes closer, though, Mau expects "their growth to reduce given stable economic conditions (an important caution) they will, at minimum, plateau, if they follow the same general economic pattern."

Mau feels strongly that the cigarette industry is a branded goods one, where smokers have a close identification with the product. That is why, he says, it is so difficult to get a smoker to switch his brand.

"You have in cigarettes a very brand loyal constituency who will not change for any reason. And if a positive for generics is the price, the taste and satisfaction and loyalty of smokers is on a negative side for generics and on a

positive side for the national brands."

He has an ally in Emanuel Goldman, an analyst for Montgomery Securities. "I think generic cigarettes have already taken their best shot," he states bluntly. "The cigarette business is a branded product business first, foremost and always. It took an unusual set of circumstances to get generics where they are today," sniffs Goldman. He thinks "the best thing that could happen to Reynolds at this point is that Doral will take share away from Liggett, but that Doral will not prove to be stimulative to the market. It will be very negative for Reynolds if Doral proves to be a stimulant to the category as it will attract others in and then they'll be fighting for a crummy segment."

He also points out the the generic smoke business did not increase prices from November, 1982 to January, 1984. But now that prices have been hiked, he says, "let's see what hap-



Martin Orlowsky, vice president, brand marketing, thinks Doral can win 35% of generic market.

pens." And he asks, "If generics have such a bright future, tell me why did Grand Metropolitan put Liggett on the selling block?"

Grand Metropolitan bought Liggett & Myers in 1980, for about \$600 million. The British-based conglomerate announced a few months ago that it was looking to sell the tobacco unit, because the industry did not fit into its long-term growth plans. Now, a group headed by Liggett management, and

backed by several banks, is trying to buy the company from the parent for \$325 million in a leveraged buyout.

But Liggett's Harold Grant disputes Goldman's interpretation. He says that even with the price increase, generics sell, on average, for \$2.00 per carton less than branded smokes. And he insists that the theory that generic and private label cigarettes have only done well because they are adding distribution, rather than getting repeat smokers, is balderdash. "We've had very strong distribution for over a year," he says ticking off, 99% of supermarkets, 70% of drug and convenience stores, 60% with mass merchandise and full distribution in the military. Repeat sales have grown, he states, because consumers are getting "a quality cigarette. That's the major issue. You can get somebody to try something once for price, but if they're not getting quality in the equation, they won't buy it again."

To reinforce the quality notion, Liggett has undertaken newspaper advertising programs stressing its quality seal, which is affixed to each pack. And it has undertaken such promotional devices as sponsoring the Quality Seal Amphitheater at this year's World's Fair, where entertainers such as Bob Hope, perform. But Liggett limits its advertising, since the profit margins are not there to support such

Continued on page 175

MARKETING &
MEDIA

13TH ANNUAL REPORT

Decisions

THE TOP 200 BRANDS

THE TOP 200 BRANDS ARE THE 200 MOST ADVERTISED BRANDS IN THE U.S.

BASED ON ADVERTISING SPENDING IN 1980, 1981, 1982 AND 1983

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INTRODUCTION TO TOP 200 BRANDS DIRECTORY

THIS REPORT is the thirteenth annual report by *Marketing & Media Decisions* of major brand activity, brand expenditures in each of the eight major media and the key media decision makers for each brand. The report accounts for nearly half the total dollars invested by national advertisers in the eight major national media, which are magazines, supps, newspapers, network tv, spot tv, network radio, spot radio and outdoor.

An alphabetical index, giving the ranking of each brand in order of total expenditures, appears below. The first section of the report shows brand, parent company, categories in which the brand spent most of its dollars and total expenditures in each year, 1980, 1981, 1982 and 1983.

The second section gives individual media expenditures for each brand in 1982 and 1983, categories in which the brand was most active (as defined by Leading National Advertisers) principal agencies, media decision-makers in companies and agencies.

The data are a special compilation by *Decisions* of best available expenditure estimates by Leading National Advertisers (LNA), Publishers Information Bureau (PIB), Broadcast Advertisers Reports (BAR), Media Records, Inc. Radio Expenditure Reports (RER), Radio Advertising Bureau (RAB), Institute of Outdoor Advertising and *Decision* estimates. We have organized the data by basic brand names and combined variations of brand.

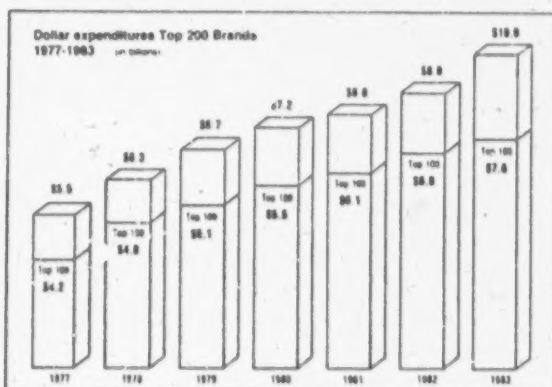
Alphabetical Index of the Top 200 brands

Rank		Rank		Rank		Rank		Rank	
ABC.....	90	D		Kai Kan.....	114	Nature Valley.....	187	Sprint.....	164
AT&T/Bell.....	5	De Beers.....	167	Kellogg's.....	12	Nestle's.....	89	Sprite.....	128
Alka-Seltzer.....	166	Delta.....	36	Keebler.....	182	New Freedom.....	190	Stouffer's.....	145
Allstate.....	138	Deztrim.....	184	Kenner.....	141	Nissan.....	9	Stroh's.....	83
American Airlines.....	50	Digital.....	117	Kent.....	120	Now.....	136	Subaru.....	102
American Dairy.....	160	Dodge.....	18	Kentucky Fried.....		O		Swanson.....	165
American Express.....	37	Dristan.....	137	Chicken.....	48	Oil of Olay.....	181	T	
American Motors.....	193	Duncan Hines.....	119	Kleenex.....	122	Oldsmobile.....	32	TWA.....	73
Anacin.....	61	Du Pont.....	84	Kodak.....	20	P		Tab.....	148
Apple.....	124	Duracell.....	155	Kool.....	56	Pabst.....	177	Taco Bell.....	157
Aqua-Fresh.....	147	E		Kool-Aid.....	130	Pampers.....	149	Taster's Choice.....	180
Atari.....	25	Eastern Airlines.....	33	Kraft.....	14	Panasonic.....	199	Texas Instruments.....	29
Avis.....	178	Eveready.....	151	Kroger.....	181	Paramount.....	186	Texize.....	198
B		Exxon.....	143	L		Parker Brothers.....	111	Tide.....	140
Barclay.....	87	F		L'eggs.....	134	Penney's.....	3	Time.....	118
Bayer.....	185	Federal Express.....	142	Lincoln.....	156	Pepsi-Cola.....	22	Timex.....	152
Benson & Hedges.....	70	Finesse.....	192	Lipton.....	96	Pillsbury.....	64	Toyota.....	19
Betty Crocker.....	101	Florida citrus.....	175	L'Oreal.....	113	Pizza Hut.....	54	True.....	195
Bright.....	31	Folger's.....	131	Lowenbrau.....	144	Planters.....	191	True Value.....	91
Brim.....	196	Ford.....	4	Lux.....	194	Players.....	30	TV Guide.....	109
Budweiser.....	10	Franklin Mint.....	98	Lysol.....	94	Plymouth.....	116	20th Century-Fox.....	79
Buick.....	35	G		M		Polaroid.....	92	Tylenol.....	42
Burger King.....	21	GE.....	40	MCI.....	85	Pontiac.....	23	U	
C		GTE.....	139	Marlboro.....	27	Post.....	59	United Airlines.....	44
CBS.....	125	Gallo.....	129	MasterCard.....	188	Prudential.....	146	United Artists.....	179
Cadillac.....	57	General Motors.....	43	Mattel.....	28	Purina.....	15	Universal City.....	107
Camel.....	71	Gillette.....	81	Maxwell House.....	106	Q		U.S. Army.....	110
Campbell's.....	86	Goodyear.....	74	Maybelline.....	112	Quaker.....	88	U.S. Postal Service.....	95
Canon.....	45	H		Mazda.....	51	R		V	
Century.....	121	Hallmark.....	169	McDonald's.....	7	RCA.....	47	Vantage.....	66
Cheerios.....	172	Hanes.....	168	Mennen.....	133	Ragu.....	183	Vick's.....	162
Chevrolet.....	6	Hardee's.....	197	Mercedes-Benz.....	76	Red Lobster.....	97	Virginia Slims.....	104
Chrysler.....	13	Heinz.....	127	Mercury.....	26	Renault.....	53	Volkswagen.....	38
Clairol.....	55	Hershey.....	150	Merit.....	69	Republic Airlines.....	126	W	
Clorox.....	154	Honda.....	18	Merrill Lynch.....	189	Revlon.....	65	Wards.....	8
Coca-Cola.....	24	I		Micherob.....	39	Reynolds.....	153	Warner.....	75
Coleco.....	58	IBM.....	17	Midas.....	103	S		Weight Watchers.....	200
Colgate.....	82	Ivory.....	105	Miller.....	11	Safeway.....	158	Wendy's.....	46
Columbia Pictures.....	67	J		Milton Bradley.....	163	Salem.....	63	Whirlpool.....	174
Columbia Records.....	100	Jell-O.....	78	Mobil.....	176	Sanka.....	170	Winston.....	52
Commodore.....	34	Johnson's (J&J).....	115	More.....	68	Satin.....	108	Woolworth.....	159
Coors.....	49	Johnson's (S.C.).....	99	N		Seagram.....	135	Wrigley.....	60
Cover-Girl.....	77	Jordache.....	171	NBC.....	123	Sears.....	1	X	
Crest.....	80	K		Nabisco.....	61	Seven-Up.....	132	Xerox.....	41
Critico.....	93	K mart.....	2	National Enquirer.....	173	Sony.....	72		

PRICE OF ENTRY UP 19% FOR TOP 200 BRANDS

1983 was a very active year for the leading advertisers, as on average, the top 200 increased their expenditures by 15% over the totals spent in 1982. That figure comes close to the increase in 1977, a year of strong brand activity, when ad expenditures by the top 200 brands increased by 17%. Increases in the intervening years except for 1978 (15%) climbed at approximately 10%. That spending increase coincided with the upturn in the economy, and represents a real increase, as inflation held in the 6% to 8% range.

Thirty three brands were added to the top 200 list in 1983, another indication of unusually competitive marketing and advertising activity. Joining the list for



1983 are: Apple, Bright, Century, Commodore, Dexatrim, Digital Equipment, Finesse, GTE, Hardee's, Jordache, Keebler, Kleenex, Kroger, MasterCard, Merrill Lynch, Nature Valley, New Freedom, Pabst, Panasonic, Planters, Players, Republic Airlines, Reynolds Metals, Satin, Sprint, Sprite, Stroh, Swanson, Taco Bell, Texize, Time, U.S. Postal Service, Weight Watchers. Of the 33, 28 of those brands didn't appear in the 1981 top 200 brands listing.

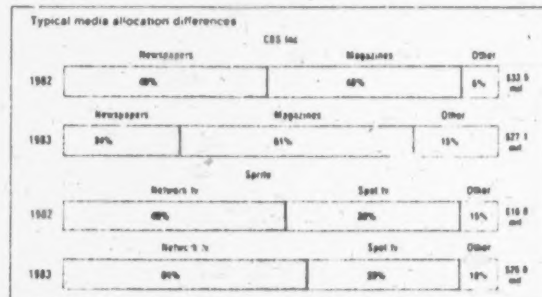
The entry fee required to join the top 200 brands rose nearly \$3 million, from \$15,159,000 in 1982, to \$18,110,000 last year. That represents a 19% increase at the bottom needed to make the list.

Leadership in the top 10 shifted a bit. The first four were the same as in 1982, with one new entry, Budweiser, moving from 12 to No. 10 spot. In the top 25, 12 brands changed places. New to the top 25 last year were IBM, soaring from 50th spot in '82 to 17th place, and Dodge, going from 28th spot to No. 18. New to the list is Nissan, which combines Datsun and Nissan expenditures, which were divided in the 1982 listing. Pontiac moved from 40th spot to No. 23, and Coca-Cola, from 38th spot to No. 24.

The drop-outs in 1983 total one fewer than the new entrants, as Nissan and Datsun were combined, to make room for one more brand. A total of 32 brands slipped from the list. They are: Activision, Aim, BMW, Birds Eye, Bounce, Carlton, Cheer, Chef Boy-Ar-Dee, Dial, Downy, Dr Pepper, Fresh Start, Glad, Holiday Inns, Levis, Long John Silver, Minolta, Natural Light, Newport, Philips, Playtex, Preparation H, Schlitz, Shell, Silkience, Stayfree, Topol, Visa, Walt Disney, Woolite and Zenith.

Some advertisers showed major changes from '82 to '83, often with good reason. AT&T/Bell climbed nearly 50%, from \$161 million to \$303 million. The federally mandated breakup of the old Bell system forced AT&T to advertise heavily to inform the public of how the changes would affect phone service. IBM made an even greater percentage leap, from \$63 million to \$103 million. The cause here was the introduction of the IBM PC. Two new cigarette introductions contributed over \$120 million. Players from Philip Morris, with \$65,448,000, and Bright, from R.J. Reynolds, with \$63 million. These new brands were backed by substantial budgets but never reached the proportions involved in Brown & Williamson's introduction of Barclay, estimated to have reached \$95 million in 1981. Commodore computers joined the ranks of the heavyweights last year with a budget that soared from \$15 million to \$61 million, a 300% gain.

Budget losers include the aforementioned Barclay, which dropped from \$65 million to \$34 million, a reasonable sustaining budget for an established cigarette brand. Philip Morris' Virginia Slims got less support than the year before as its budget fell from \$41 million to \$31 million, a 25% drop. Kool, from Brown & Williamson, was another budget cutter, trimming back from \$74 million to \$46 million, a 38% drop. Among automotives, some imports cut back; Volkswagen dipped from \$64 million to \$59 million, and Toyota reduced spending from \$118 million to \$96 million.



Top 200 Millionaire Brands

1980-1981-1982-1983

BRAND NAME (PARENT COMPANY)	CLASSIFICATION	1983	1982	1981	1980
1. Sears (Sears, Roebuck and Co.)	Retail	\$537,130,000	\$556,068,000	\$505,372,000	\$474,390,000
2. K mart (K mart Corp.)	Retail	383,459,000	325,302,000	301,096,000	274,495,000
3. Penney's (J.C. Penney)	Retail	341,990,000	288,563,000	269,621,000	249,754,000
4. Ford (Ford Motor Co.)	Cars, trucks	304,768,000	253,733,000	223,505,000	197,763,000
5. AT&T/Bell (AT&T)	Communications	303,709,000	161,756,000	171,783,000	91,707,000
6. Chevrolet (General Motors)	Cars, trucks	208,334,000	185,170,000	156,465,000	138,741,000
7. McDonald's (McDonald's Corp.)	Restaurants	193,358,000	163,206,000	138,046,000	130,862,000
8. Wards (Mobil Corp.)	Retail	178,239,000	167,878,000	170,940,000	166,600,000
9. Nissan (Nissan Motors)	Cars, trucks	139,529,000	111,258,000	82,529,000	65,711,000
10. Budweiser (Anheuser-Busch)	Beer	131,782,000	104,897,000	67,037,000	49,032,000
11. Miller (Philip Morris)	Beer	125,028,000	113,276,000	86,108,000	76,239,000
12. Kellogg's (Kellogg Co.)	Cereals	116,470,000	96,530,000	90,696,000	77,785,000
13. Chrysler (Chrysler Corp.)	Cars	115,541,000	101,983,000	81,515,000	57,035,000
14. Kraft (Dart & Kraft Inc.)	Cooking, dairy, prepared foods	109,875,000	107,051,000	96,902,000	77,785,000
15. Purina (Ralston Purina)	Pet food, supplies	107,628,000	94,605,000	63,905,000	78,824,000
16. Honda (Honda Motor Co.)	Cars, cycles, garden equip	103,843,000	83,172,000	52,140,000	36,557,000
17. IBM (Intl Business Machines)	Office machines	103,358,000	46,424,000	31,215,000	24,427,000
18. Dodge (Chrysler Corp.)	Cars, trucks	102,957,000	65,376,000	67,067,000	50,271,000
19. Toyota (Toyota Motors)	Cars, trucks	96,019,000	118,036,000	121,232,000	91,707,000
20. Kodak (Eastman Kodak)	Cameras, office machines	90,585,000	61,987,000	65,126,000	54,400,000
21. Burger King (Pillsbury Co.)	Restaurants	89,377,000	65,165,000	48,797,000	45,075,000
22. Pepsi-Cola (PepsiCo)	Soft drinks	86,110,000	65,984,000	53,751,000	55,001,000
23. Pontiac (General Motors)	Cars	73,420,000	53,658,000	48,698,000	36,664,000
24. Coca-Cola (Coca-Cola U.S.A.)	Soft drinks	73,061,000	55,611,000	46,879,000	44,988,000
25. Atari (Warner Communications)	Games, home electronics	72,694,000	86,338,000	30,660,000	7,597,000

Sources

Consumer magazines and supps: data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers Inc. (LNA) of actual linage run in those media. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors on circulation and rates supplied by the magazines. Covered are almost 100 consumer magazines and three national supps, plus tear sheets of over 1,500 regional editions a year.

Newspapers: data compiled by Media Records, which measured every ad in 211 daily and Sunday newspapers. Actual linage is multiplied by the one-time general open line rate as of January 1983. Dollar estimates include newspaper supplements, color comic sections, rotogravure, all color ads. Data is estimated to cover 91% of national newspaper linage when projected to 125 markets. *Marketing & Media Decisions* has added estimates of local expenditures in

newspapers by the five leading chain retailers because the extent of their operations makes their brands, in effect, "nationally" advertised as well as distributed.

Network tv and network radio: data secured by Broadcast Advertisers Reports (BAR), which monitors all network broadcasts except those of the Mutual radio network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: data secured by Broadcast Advertisers Reports (BAR) from listening posts in 75 top markets that monitor 303 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers. The estimates represent about 90% of the dollars in spot tv.

Spot radio: data generated by Radio Expenditure Reports (RER) are calculated from a sample of 2300 stations in 210 markets. RER's sources are 15 radio reps handling station groups which supply quarterly com-

puter runs by station, by market, by brand of spots aired — plus similar reports from stations in 210 markets. Expenditures are projected to an adjusted national gross figure based on a formula provided by Radio Advertising Bureau (RAB). Estimates cover about 80% of total national spot radio.

Outdoor: data are based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Brand dollar estimates are retabulated by *DECISIONS BY* major brand name from the data just described. This represents the one place where brand data from all these sources are presented together. The brand data in greater detail is also available from each of the organizations that compile the data. Leading National Advertisers publishes detailed listings of the information on magazines, supps, network tv, spot tv, network radio, and outdoor. References to LNA classifications are provided throughout this report for further reference in LNA's reports: Company Brand \$; Class Brand \$.

Top 200 Millionaire Brands 1980-1981-1982-1983

BRAND NAME (PARENT COMPANY)	CLASSIFICATION	1983	1982	1981	1980
26. Mercury (Ford Motor Co.)	Cars	71,724,000	39,115,000	45,107,000	45,534,000
27. Marlboro (Philip Morris)	Cigarettes	70,590,000	75,865,000	59,356,000	48,678,000
28. Mattel (Mattel Inc.)	Games	70,405,000	85,064,000	41,782,000	25,436,000
29. Texas Instruments	Office machines	67,864,000	18,745,000	10,762,000	4,794,000
30. Players (Philip Morris)	Cigarettes	65,448,000*	—	—	—
31. Bright (F.J. Reynolds)	Cigarettes	63,276,000	20,143,000*	—	—
32. Oldsmobile (General Motors)	Cars	61,868,000	55,782,000	52,062,000	41,673,000
33. Eastern (Eastern Airlines)	Passenger travel	61,527,000	51,234,000	43,486,000	40,182,000
34. Commodore (Commodore Intl.)	Office machines	61,221,000	15,610,000	1,228,000	163,000
35. Buick (General Motors)	Cars	60,759,000	48,503,000	45,216,000	39,931,000
36. Delta (Delta Airlines)	Passenger travel	60,627,000	45,653,000	39,772,000	34,897,000
37. American Express (American Express)	Financial, travel	60,068,000	54,362,000	47,310,000	37,723,000
38. Volkswagen (Volkswagenwerk A.G.)	Cars, trucks	59,259,000	64,599,000	50,476,000	46,063,000
39. Michelob (Anheuser-Busch)	Beer	57,813,000	53,597,000	44,847,000	33,623,000
40. GE (General Electric)	Major appliances	57,691,000	40,675,000	69,998,000	71,896,000
41. Xerox (Xerox Corp.)	Office machines	57,655,000	41,734,000	29,532,000	21,148,000
42. Tylenol (Johnson & Johnson)	Medicines	56,847,000	43,987,000	36,766,000	26,495,000
43. General Motors (General Motors)	Corporate, parts	56,203,000	61,465,000	35,211,000	39,554,000
44. United Airlines (UAL)	Passenger travel	54,017,000	60,455,000	47,497,000	47,377,000
45. Canon (Canon U.S.A.)	Cameras	52,469,000	42,551,000	33,225,000	28,244,000
46. Wendy's (Wendy's International)	Restaurants	52,205,000	33,412,000	26,375,000	20,555,000
47. RCA (RCA Corp.)	Communications	51,374,000	32,736,000	57,687,000	31,695,000
48. Kentucky Fried Chicken (Heublein)	Restaurants	51,326,000	44,059,000	36,551,000	30,998,000
49. Coors (Adolph Coors Co.)	Beer	51,205,000	28,179,000	29,819,000	24,738,000
50. American (American Airlines)	Passenger travel	51,103,000	51,564,000	45,661,000	41,958,000

* New product in year first shown

51. Mazda (Toyo Kogyo)	Cars, trucks	\$ 50,708,000	\$ 52,683,000	\$ 25,552,000	\$ 30,918,000
52. Winston (R.J. Reynolds)	Cigarettes	48,961,000	53,168,000	67,655,000	48,344,000
53. Renault (American Motors)	Cars	48,883,000	34,026,000	15,199,000	14,173,000
54. Pizza Hut (PepsiCo)	Restaurants	47,868,000	35,737,000	24,574,000	18,262,000
55. Clairol (Bristol-Myers)	Hair products	47,300,000	51,670,000	46,944,000	47,487,000
56. Kool (B.A.T. Industries)	Cigarettes	46,933,000	74,323,000	19,886,000	31,755,000
57. Cadillac (General Motors)	Cars	46,014,000	36,091,000	36,669,000	25,137,000
58. Coleco (Coleco Industries)	Games, home electronics	45,762,000	26,697,000	7,564,000	6,598,000
59. Post (General Foods)	Cereals	45,177,000	58,635,000	45,956,000	33,390,000
60. Wrigley (Wm. Wrigley Jr.)	Gum	44,597,000	48,547,000	43,275,000	35,617,000
61. Anacin (American Home Products)	Medicines	44,593,000	55,669,000	44,641,000	43,513,000
62. Nabisco (Nabisco Brands)	Bakery, prepared foods, confectionery	44,562,000	33,399,000	30,508,000	27,317,000
63. Salem (R.J. Reynolds)	Cigarettes	44,296,000	61,551,000	48,811,000	66,831,000
64. Pillsbury (Pillsbury Co.)	Bakery, cooking, prepared foods	43,705,000	41,550,000	36,480,000	32,834,000
65. Revlon (Revlon)	Cosmetics	43,202,000	30,948,000	28,871,000	28,940,000
66. Vantage (R.J. Reynolds)	Cigarettes	42,419,000	42,087,000	58,393,000	56,689,000
67. Columbia (Coca-Cola)	Motion pictures	42,090,000	34,041,000	39,831,000	36,317,000
68. More (R.J. Reynolds)	Cigarettes	41,394,000	40,822,000	44,106,000	16,449,000
69. Merit (Philip Morris)	Cigarettes	41,357,000	66,037,000	75,228,000	55,640,000
70. Benson & Hedges (Philip Morris)	Cigarettes	41,132,000	66,816,000	35,871,000	30,773,000
71. Camel (R.J. Reynolds)	Cigarettes	39,632,000	37,834,000	34,269,000	31,165,000
72. Sony (Sony Corp.)	Home electronics	39,183,000	23,319,000	29,697,000	19,247,000
73. TWA (Trans World Corp.)	Passenger travel	39,339,000	39,327,000	37,269,000	34,492,000
74. Goodyear (Goodyear Tire & Rubber)	Tires	39,203,000	28,630,000	27,570,000	18,947,000
75. Warner (Warner Communications)	Motion pictures	39,130,000	29,391,000	33,481,000	32,766,000

Top 200 Millionaire Brands 1980-1981-1982-1983

BRAND NAME (PARENT COMPANY)	CLASSIFICATION	1983	1982	1981	1980
76. Mercedes-Benz (Mer.-Benz of N.A.)	Cars	38,911,000	19,718,000	13,041,000	10,236,000
77. Cover Girl (Norex Corp.)	Cosmetics	38,688,000	31,760,000	24,333,000	24,042,000
78. Jell-O (General Foods)	Desserts	34,090,000	32,890,000	34,009,000	28,897,000
79. 20th Century (20th Century-Fox)	Motion pictures	33,330,000	33,988,000	22,727,000	19,937,000
80. Crest (Procter & Gamble)	Dental supplies	37,997,000	39,270,000	45,898,000	28,649,000
81. Gillette (Gillette Company)	Toiletries, shaving products	37,593,000	27,139,000	31,885,000	34,135,000
82. Colgate (Colgate-Palmolive)	Personal hygiene	37,387,000	32,359,000	29,691,000	23,387,000
83. Stroh's (Stroh Brewery)	Beer	36,896,000	14,052,000	13,127,000	11,719,000
84. Du Pont (E. I. du Pont)	Paints, fabrics, fibers, pest control	36,507,000	32,816,000	39,985,000	40,609,000
85. MCI (MCI Communications)	Communications	35,971,000	22,474,000	9,937,000	4,446,000
86. Campbell's (Campbell Soup)	Prepared foods	35,965,000	32,781,000	23,644,000	18,684,000
87. Barclay (B.A.T. Industries)	Cigarettes	34,884,000	65,977,000	107,779,000	3,897,000
88. Quaker (Quaker Oats)	Cereals	34,831,000	23,690,000	16,289,000	18,215,000
89. Nestle's (Nestle Enterprises)	Confectionery, beverages, cooking	34,030,000	28,752,000	33,278,000	34,501,000
90. ABC (American Broadcasting)	Communications	33,987,000	24,989,000	32,145,000	36,972,000
91. True Value (Cutter & Co.)	Hardware	33,853,000	28,442,000	23,602,000	20,676,000
92. Polaroid (Polaroid Corp.)	Cameras	33,826,000	37,854,000	40,527,000	37,334,000
93. Crisco (Procter & Gamble)	Cooking products	33,492,000	21,850,000	20,885,000	21,486,000
94. Lysol (Sterling Drug)	Cleaners, disinfectants	33,420,000	23,511,000	18,584,000	19,288,000
95. U.S. Postal Service (U.S. Govt.)	U.S. Government	33,400,000	18,440,000	13,853,000	10,256,000
96. Lipton (Thomas J. Lipton/Lever Bros.)	Prepared foods, beverages, cooking	33,033,000	30,947,000	35,111,000	30,933,000
97. Red Lobster (General Mills)	Restaurants	32,898,000	28,626,000	25,814,000	17,882,000
98. Franklin Mint (Warner Comm.)	Mail order	32,831,000	25,461,000	25,258,000	23,503,000
99. Johnson's products (S.C. Johnson)	Cleaners, laundry products, deodorizers	32,830,000	16,670,000	18,030,000	16,986,000
100. Columbia Records (CBS)	Records	32,574,000	28,274,000	24,655,000	29,918,000
101. Betty Crocker (General Mills)	Baking mixes, prepared foods, dinners	\$ 32,553,000	\$ 24,100,000	\$ 20,628,000	\$ 22,470,000
102. Subaru (Subaru of America)	Cars	32,508,000	27,158,000	21,422,000	15,914,000
103. Midas (IC Industries)	Automotive supplies	32,035,000	23,339,000	18,563,000	17,206,000
104. Virginia Slims (Philip Morris)	Cigarettes	31,947,000	41,355,000	31,523,000	21,708,000
105. Ivory (Procter & Gamble)	Soaps, detergents	31,832,000	27,208,000	24,563,000	26,584,000
106. Maxwell House (General Foods)	Coffee	31,412,000	51,578,000	45,609,000	45,090,000
107. Universal City (MCA Inc.)	Motion pictures	31,337,000	32,894,000	27,598,000	30,939,000
108. Satin (Lorillard/Loews)	Cigarettes	31,291,000	1,103,000	—	—
109. TV Guide (Triangle)	Magazines	31,250,000	20,902,000	16,202,000	17,110,000
110. U.S. Army (U.S. Army Recruit. Cnnd.)	U.S. Government	31,125,000	28,265,000	24,239,000	21,134,000
111. Parker Bros. (General Mills)	Games	30,670,000	20,383,000	13,308,000	15,523,000
112. Maybelline (Schering-Plough)	Cosmetics	30,283,000	28,069,000	29,473,000	26,245,000
113. L'Oreal (Cosmar)	Cosmetics, hair products	30,243,000	21,182,000	11,947,000	12,370,000
114. Kai Kan (Mars Inc.)	Pet foods	30,148,000	24,912,000	15,188,000	11,788,000
115. Johnson's (Johnson & Johnson)	Baby products, shampoo, lotions	30,134,000	30,451,000	34,704,000	40,298,000
116. Plymouth (Chrysler Corp.)	Cars	29,563,000	27,164,000	30,397,000	28,606,000
117. Digital (Digital Equipment)	Business machines	28,719,000	6,655,000	4,127,000	2,515,000
118. Time (Time Inc.)	Publishing, media	28,399,000	17,333,000	30,879,000	28,219,000
119. Duncan Hines (Procter & Gamble)	Baking mixes	28,392,000	20,689,000	20,648,000	17,135,000
120. Kent (Lorillard/Loews)	Cigarettes	27,751,000	31,141,000	55,276,000	56,063,000
121. Century (R.J. Reynolds)	Cigarettes	27,659,000*	—	—	—
122. Kleenex (Kimberly-Clark)	Toiletries	27,361,000	24,150,000	20,036,000	14,669,000
123. NBC (RCA Corp.)	Communications	27,209,000	27,104,000	32,515,000	33,285,000
124. Apple (Apple Computer)	Computer, data processing equipment	27,124,000	9,678,000	9,555,000	2,751,000
125. CBS (CBS Inc.)	Communications	27,053,000	33,488,000	30,635,000	30,033,000

* New product in year first shown.

Top 200 Millionaire Brands 1980-1981-1982-1983

BRAND NAME (PARENT COMPANY)	CLASSIFICATION	1983	1982	1981	1980
126. Republic (Republic Airlines)	Passenger travel	27,020,000	21,574,000	11,463,000	7,835,000
127. Heinz (H.J. Heinz Co.)	Condiments, gravies	26,932,000	25,793,000	17,683,000	13,682,000
128. Sprite (Coca-Cola)	Soft drinks	26,753,000	16,810,000	12,343,000	11,856,000
129. Gallo (E&J Gallo)	Wine	26,518,000	26,044,000	21,293,000	22,163,000
130. Kool-Aid (General Foods)	Soft drinks	26,343,000	20,911,000	24,951,000	22,254,000
131. Folger's (Procter & Gamble)	Coffee	26,281,000	27,651,000	27,209,000	27,676,000
132. Seven-Up (Philip Morris)	Soft drinks	26,278,000	32,734,000	37,923,000	31,927,000
133. Mennen (Mennen Co.)	Personal hygiene	26,269,000	16,049,000	16,557,000	14,066,000
134. L'eggs (Hanes Co./Consol. Foods)	Hosiery	26,189,000	22,876,000	16,215,000	20,870,000
135. Seagram (Seagram Distillers)	Liquor	26,140,000	34,279,000	39,128,000	42,366,000
136. Now (R.J. Reynolds)	Cigarettes	26,115,000	31,635,000	35,002,000	45,578,000
137. Dristan (American Home Products)	Medicines	26,085,000	24,624,000	23,796,000	21,186,000
138. Allstate (Sears, Roebuck and Co.)	Insurance	26,050,000	21,491,000	21,280,000	20,990,000
139. GTE (GTE Corp.)	Communications	25,691,000	13,009,000	3,033,000	1,758,000
140. Tide (Procter & Gamble)	Detergents	25,596,000	17,207,000	18,713,000	17,312,000
141. Kenner (General Mills)	Games	25,509,000	23,874,000	23,522,000	18,259,000
142. Federal Express (Federal Express)	Air cargo	25,178,000	22,705,000	18,577,000	9,001,000
143. Exxon (Exxon Corp.)	Gas, oil	25,155,000	25,432,000	41,512,000	19,549,000
144. Lowenbrau (Philip Morris)	Beer	24,915,000	24,115,000	20,788,000	19,522,000
145. Stouffer's (Nestle Enterprises)	Prepared foods	24,795,000	22,637,000	16,741,000	16,426,000
146. Prudential (Prudential Insurance Co.)	Insurance	24,778,000	15,156,000	14,353,000	16,614,000
147. Aqua-Fresh (Beecham)	Toothpaste	24,538,000	27,263,000	21,620,000	21,254,000
148. Tab (Coca-Cola)	Soft drink	24,152,000	19,766,000	16,691,000	13,856,000
149. Pampers (Procter & Gamble)	Underwear	24,023,000	20,061,000	19,834,000	19,087,000
150. Hershey (Hershey Foods)	Ingredients, candies	23,836,000	23,831,000	20,372,000	15,466,000
151. Eveready (Union Carbide Corp.)	Household batteries	\$ 23,650,000	\$ 25,465,000	\$ 31,900,000	\$ 31,860,000
152. Timex (Timex Corp.)	Watches, computers, small appliances	23,417,000	24,044,000	13,885,000	14,549,000
153. Reynolds (Reynolds Metals)	Food wraps and foils	23,413,000	13,194,000	9,889,000	8,540,000
154. Clorox (Clorox Co.)	Laundry preparations	23,171,000	29,012,000	27,578,000	18,611,000
155. Duracell (Dart & Kraft)	Household batteries	22,983,000	20,553,000	16,093,000	13,991,300
156. Lincoln (Ford Motor Co.)	Cars	22,774,000	26,793,000	15,622,000	23,440,000
157. Taco Bell (PepsiCo)	Restaurants	22,244,000	13,248,000	11,874,000	3,427,000
158. Safeway (Safeway Stores)	Retail	22,141,000	21,968,000	23,419,000	18,291,000
159. Woolworth (F.W. Woolworth)	Retail	22,135,000	93,517,000	141,796,000	35,285,000
160. American Dairy Assn.	Dairy products	22,111,000	23,352,000	18,324,000	16,974,000
161. Oil of Olay (Richardson-Vicks)	Cosmetics	21,919,000	27,598,000	37,171,000	31,738,000
162. Vicks (Richardson-Vicks)	Medicines	21,786,000	21,895,000	32,565,000	23,509,000
163. Milton Bradley (Milton Bradley Co.)	Games, toys	21,670,000	21,371,000	22,309,000	20,708,000
164. Sprint (GTE Corp.)	Communications	21,535,000	11,250,000*	—	—
165. Swenson (Campbell Soup)	Meats, poultry, fish, prepared foods	21,376,000	10,944,000	4,122,000	8,653,000
166. Alka-Seltzer (Miles Labs./G. Bayer)	Medicines	21,235,000	18,475,000	21,180,000	19,502,000
167. De Beers (De Beers Con. Mines)	Jewelry	21,167,000	19,624,000	15,236,000	10,479,000
168. Hanes (Hanes Co./Consol. Foods)	Hosiery, underwear	21,160,000	17,045,000	14,332,000	10,558,000
169. Hallmark (Hallmark Cards)	Greeting cards	20,899,000	17,520,000	14,541,000	13,658,000
170. Sanka (General Foods)	Coffee	20,876,000	29,721,000	24,769,000	33,428,000
171. Jordache (Jordache Enterprises)	Apparel	20,873,000	16,502,000	13,656,000	10,105,000
172. Cheerios (General Mills)	Cereals	20,789,000	20,421,000	14,614,000	13,016,000
173. National Enquirer (Natl. Enquirer Inc.)	Newspapers	20,619,000	29,755,000	1,104,000	179,000
174. Whirlpool (Whirlpool Corp.)	Major appliances	20,225,000	20,286,000	15,337,000	14,025,000
175. Florida citrus (State of Florida)	Citrus products	20,203,000	18,706,000	16,746,000	12,792,000

* New product in year first shown.

Top 200 Millionaire Brands 1980-1981-1982-1983

BRAND NAME (PARENT COMPANY)	CLASSIFICATION	1983	1982	1981	1980
176. Mobil (Mobil Oil)	Corporate, gas, oil	20,029,000	23,940,000	25,245,000	18,392,000
177. Pabst (Pabst Brewing*)	Beer	19,984,000	7,633,000	20,755,000	19,842,000
178. Avis (Esmark Inc.)	Car rental, car dealers	19,969,000	19,011,000	13,543,000	1,380,000
179. United Artist (MGM-UA Ent'lment)	Motion pictures	19,878,000	22,154,000	26,338,000	14,168,000
180. Taster's Choice (Nestle Enterprises)	Coffee	19,628,000	20,392,000	17,267,000	10,162,000
181. Kroger (Kroger Co.)	Retail	19,532,000	15,305,000	12,548,000	11,473,000
182. Keebler (United Biscuits)	Cookies, crackers	19,482,000	12,110,000	8,785,000	8,043,000
183. Ragu (Cheesebrough-Pond's)	Sauces, prepared mixes	19,442,000	24,120,000	16,238,000	18,215,000
184. Dexatrim (Thompson Medical)	Reducing aids	19,425,000	10,957,000	12,001,000	13,793,000
185. Bayer (Sterling Drug)	Medicines	19,286,000	22,096,000	24,650,000	23,519,000
186. Paramount (Gulf & Western)	Motion pictures	19,209,000	21,558,000	19,561,000	10,001,000
187. Nature Valley (General Mills)	Confectionery, snacks	19,131,000	16,479,000	10,069,000	5,795,000
188. MasterCard (MasterCard Intl.)	Credit card	18,935,000	14,999,000	12,494,000	8,954,000
189. Merrill Lynch (Merrill Lynch)	Financial, real estate	18,880,000	13,129,000	13,226,000	11,575,000
190. New Freedom (Kimberly-Clark)	Feminine hygiene	18,770,000	15,132,000	87,000	86,000
191. Planters (Nabisco Brands)	Nuts	18,682,000	17,390,000	10,947,000	8,278,000
192. Finesse (Helene Curtis)	Hair products	18,435,000	9,594,000*	—	—
193. American (American Motors)	Cars	18,433,000	19,138,000	29,588,000	31,148,000
194. Luvs (Procter & Gamble)	Underwear	18,376,000	20,497,000	17,982,000	18,262,000
195. True (Lorillard/Loews)	Cigarettes	18,326,000	18,836,000	15,782,000	18,270,000
196. Brim (General Foods)	Coffee	18,270,000	18,738,000	15,256,000	17,445,000
197. Hardee's (Imasco Ltd.)	Restaurants	18,169,000	11,191,000	8,670,000	8,977,000
198. Texize (Morton-Thiokol)	Cleaners, disinfectants	18,164,000	15,442,000	18,446,000	12,833,000
199. Panasonic (Matsushita Electric)	Office machines	18,150,000	15,422,000	11,898,000	7,613,000
200. Weight Watchers (H.J. Heinz Co.)	Prepared foods, physical culture	18,110,000	14,440,000	7,585,000	5,900,000

* New product in year first shown.

THE MEDIA CONSUMERS GUIDE



MEDIA COSTS FORECAST

Issue Date: Mid-September
Ad Closing: August 24

This issue will be read, used and discussed at every level of media planning. To get in on the discussion, deliver your message in this year's Media Costs Forecast. It's the next best thing to having a seat at the planning table.

Call Dave Bentley, Publisher,
or your Decisions representative at
212/391-2155 for details and
space reservations.

Directory of Top 200 Millionaire Brands

Media expenditures in eight major media (magazines, supps, newspapers, network tv, spot tv, network radio, spot radio, outdoor) in 1982 and 1983 — Key media decision makers in companies and their agencies. These brands spend about 35% of total.

1. SEARS

Sears, Roebuck and Co.

	media dollars	
	1982	1983
Magazines	\$ 48,231,000	\$ 23,903,000
Supps	505,000	397,000
Newspapers	394,000,000	417,000,000
Network tv	87,540,000	62,706,000
Spot tv	12,631,000	20,866,000
Network radio	11,072,000	9,569,000
Spot radio	2,084,000	2,658,000
Outdoor	5,000	31,000
Total	\$556,068,000	\$537,130,000

Classification: all retail

Marketing brand management:

Natl ret adv mgr, Ralph W. Hoch

Natl adv svcs mgr, Bill Cova

Media svcs mgr: Bernie Miller
(magazines, broadcast)

Dir of bdcst, Barbara Drier

Agencies: Ogilvy & Mather, Chicago

(Hardlines: auto, recreation home improvements; Business System Centers; network tv prime time buying; spot tv & spot radio buying)

Sr vp-mgmt dir, Bill Whitney

Sr vp-grp mgmt supr, Allan Mager

Vp-acct suprs: Bob Carleton, Lisa
Cochrane, Art Schulbaum, John
Seifert

Sr vp-media dir, Bill Behrmann

Vp-assoc media dirs: Stan Latacha,
Steve Lonning

Media suprs: Tom Bell, Dave
Flockencier, Jeanne Johnson,
Marilyn Kelly

Asst plnrs: Millicent Easley, Lisa

Palumbo, Molly McGill, Tom Pfister

FCB, Chicago

(Corporate)

Sr vp-mgmt supr, Paul Vernon

Sr vp-dir of media, Fred Wray

Stern Walters/Earle Ludgin,
Chicago

(Catalog, commercial sales)

Sr vp-mgmt rep, Maryanne Friend

Vp-media dir, Don Kaminsky

Media suprs: John Kacmarek, John
Zebell

NH&S, Chicago

(Softlines: home fashions; Tv sports:
network tv & radio)

Pres, NH&S Chicago, C. A. Wolfe

Sr vp-grp acct dir, Robert Levin

Mgmt rep, Thomas Hanft

Acct suprs: Gary Benz (apparel), Carole
Black, (home fashions), Karen

Wagenknecht (merchandise group)

Sr vp-assoc media dir, David Drake

Vp-assoc media dir, Geoffrey
McClelland

Media suprs: Christopher Abelt, Judith
Fischer, Katherine Kneip

Media plnrs: Vick Lichtblau, Robert
Harris, Scott Morehead

Vince Cullers, Chicago

(Black markets)

Vp-acct svcs, Ed Reynolds

Media dir, Jeff Cullers

Hispania JWT, Chicago

(Spanish markets)

Sr vp-gen mgr, Caroline Demy

Media dir, Nancy Tellet (N.Y.)

2. K MART

K mart Corp.

	media dollars	
	1982	1983
Magazines	\$ 8,933,000	\$ 11,039,000
Supps	—	—
Newspapers	270,000,000	336,000,000
Network tv	32,470,000	23,539,000
Spot tv	7,447,000	7,977,000
Network radio	761,000	—
Spot radio	5,638,000	4,850,000
Outdoor	23,000	54,000
Total	\$325,302,000	\$383,459,000

Classification: all retail

Marketing brand management:

Vp-mktg, R. R. Dejaeghere

Vp-mdsg coord, J. L. Moser

Dir mktg, Edward J. Kreitz

Dir crtv adv, R. Mazade

Agency: Ross Roy, Detroit

Exec vp-ret oper, Peter Vetowich

Exec vp-dir crtv adv, Jack Frakes

Sr vp-grp acct supr, Byron Shaffer

Vp-grp acct supr, Roger Sherman

Sr vp-mktg svcs, Gerald Moody

Vp-grp media dirs: Alfred A. Duz

(print) Patricia Cuda (bdcst)

3. PENNEY'S

J. C. Penney

	media dollars	
	1982	1983
Magazines	\$ 11,285,000	\$ 19,745,000
Supps	—	—
Newspapers	237,000,000	275,000,000
Network tv	23,788,000	31,858,000
Spot tv	13,522,000	15,233,000
Network radio	2,203,000	—
Spot radio	738,000	134,000
Outdoor	27,000	20,000
Total	\$288,563,000	\$341,990,000

Classification: all retail

Marketing brand management:

Vp-dir of corp mktg, H. Prindiville

Mgr of mktg comm, Lou Bremer

Mgr media svcs, James F. Boynton

Natl media plnr, Dave Wood

Proj mgr, Stephen Brown-Pearn

Adv mgr, Edward Hayward

(financial services)

Dir of insurance oper, Joseph De
Melo

Adv prom mgr, Rose Baker

(Catalog division)

Sr vp-dir, Rod Birkins

Dir cat mdsg, Julius Debbs

Mgr cat mktg, Demos Zacharia

Dir cat adv & pubs, William Kelly

Agencies: N W Ayer, N.Y.

(fashions)

Sr vp-mgmt supr, Charles Meding

Vp-acct supr, Irma Damhuis

Vp-acct supr, James Harzlik

Sr vp-grp media dir, Jane Twyon

Vp-assoc media dir, Allen Brivic

The expenditures in the eight major national advertising media of the top 200 advertised brands represents about 35% of all dollars invested in those media. For more detailed information on how each brand spends its ad dollars and for how other brands (those with

budgets totalling less than \$18.1 million in the eight major media) split their budgets, the sources are Leading National Advertisers, Broadcast Advertiser Reports, Media Records, and Radio Expenditure Reports.

(financial services)

Sr-vp, mgmt supr, John Nichols

Vp-acct supr, John Rayher

Acct supr, Linda Stack

Vp-assoc media dir, Richard Alcott

D'Arcy MacManus Masius N.Y.

(catalog division)

Exec vp-grp dir, Stephen R. Seiler

Vp-mgmt supr, Dan Cole

Sr vp-ex ac dir media, George S.

Karalekas

Sr vp-media dir, Raymond A. McArdle

Assoc media dir, Roger White

Media supr, Roger Rochefort

4. FORD cars & trucks

Ford Motor

	media dollars	
	1982	1983
Magazines	\$ 47,444,000	\$ 61,542,000
Supps	34,000	404,000
Newspapers	31,593,000	31,714,000
Network tv	98,437,000	133,887,000
Spot tv	34,208,000	61,450,000
Network radio	3,907,000	6,345,000
Spot radio	35,572,000	4,982,000
Outdoor	2,538,000	4,444,000
Total	\$253,733,000	\$304,768,000

WHY SEM SHOULD BE YOUR FIRST CHOICE AS A SECOND BUY.

Because in Michigan SEM is second to none in suburban circulation for Wayne and Macomb Counties. To reach the

southeastern suburbs, turn to the southeastern Michigan newspapers—SEM newspapers. SEM's network of 28 home town newspapers is your best choice as a second buy. Because when it comes to the SEM suburbs, The Detroit News gives you only 45% household coverage. And the Detroit Free Press delivers even less—just 31%. But SEM's coverage is a whopping 76%.

Because buying the two biggest papers won't get you the biggest audience. Buy The Detroit News and the Detroit Free Press and you get 45% readers. But buy The Detroit News and SEM and you get 92% readers, an increase of 47.5%. Or buy the Detroit Free Press and SEM and get 87.6%. That's a 56% increase. So SEM will add to your readers but it's subtract from your cost. Call us and compare.

Because SEM newspapers not only deliver high circulation, they deliver high readership. The newspapers that cover hometown events are the newspapers hometown people read. And the news the other papers miss is the news SEM covers: the mortgage and property tax increases, the school election and bus-related uses, all the little events that are big news to your customers are a big part of SEM. And a big part of why you should advertise in SEM.

So give your next buy a second thought. Now that you know all the reasons to buy SEM newspapers, think of SEM first for your second buy.

SOURCE: Nielsen Media Research, Inc. (NMR) Detroit, Michigan

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Your business is in their hometown. Shouldn't your ad be "talking" to them?

SEM
NEWSPAPERS, INC.



Classifications: passenger cars (LNA T-110); trucks (LNA T-120)

Marketing/brand management:

(Ford Division)

Gen mktg mgr, T. J. Wagner

Adv mgr, E. B. Ford II

Natl adv mgr, R. J. Gillooly

Dealer adv mgr, Jon Deemel

(Ford Tractor Operations)

Mktg mgr, John Chuchman

Adv sales prom, A. Pidgeon

Agencies: JWT, Dearborn, MI

(Ford Division)

Exec vp-gen mgr, Joe Schulte

Sr vp-media, Tom Healy

Sr vp-grp media dir, Robert Mancini,

(cars trucks)

Vp-media dirs: Howard Spokes (cars),

John Gaffney (trucks)

Sr vp-bdct supr, Daniel Riordan

Meldrum & Fewsmith, Southfield, MI

(Tractors)

Sr vp-gen mgr, J. C. Bryan

Vp-acct grp supr, Owen R. Leffler

Vp acct supr, R. R. Kracoe

Vp media dir, George Hay

Wells, Rich, Greene, N.Y. & Detroit

(Corporate, aerospace, glass,

electrical, land, credit)

Sr vp-gen mgr, Jim Lawrence (Detroit)

Sr vp-corp media dir, Bob Geis (N.Y.)

Vp-media dir, Shel Jones (Detroit)

Hispania/JWT, Chicago

(Spanish markets)

Sr vp-gen mgr, Caroline De.my

Media dir, Nancy Tellet

Burrell, Chicago

(Black markets)

Mgmt supr, Thomas J. Burrell

Acct supr, Bill Trammell

Media dir, Nick Howse

Media supr, Zeline Kelly

5. AT&T/BELL

	media dollars	
	1982	1983
Magazines	\$ 39,369,000	\$ 53,574,000
Supps	818,000	2,875,000
Newspapers	6,248,000	24,126,000
Network tv	94,971,000	144,285,000
Spot tv	11,668,000	41,339,000
Network radio	7,319,000	9,512,000
Spot radio	1,076,000	27,949,000
Outdoor	287,000	39,000
Total	\$161,756,000	\$303,709,000

Classification: communications (LNA B-140)

Marketing brand management:

(AT&T Corporate)

Vp-corp adv srvc, James L. Brunson

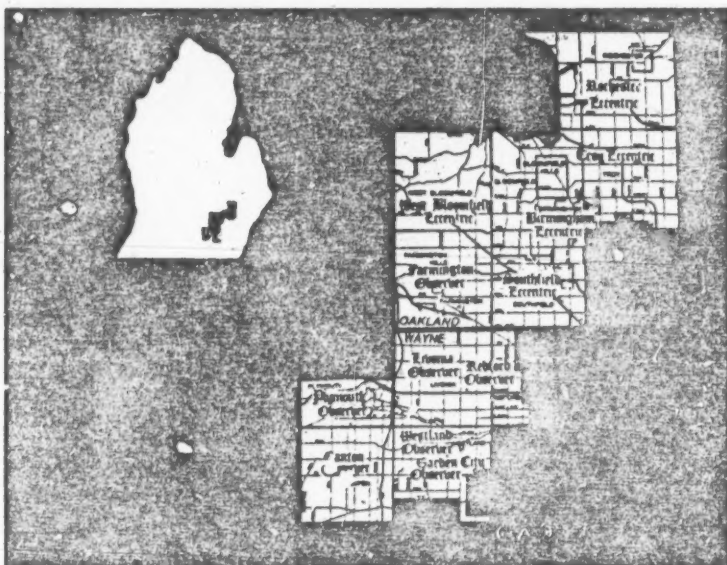
Div mgrs, corp adv: David Shaver,

Mary Dell Stelzer

Directory of Top 200 Millionaire Brands

Vp-pub. rel, Edward M. Block
(AT&T Technologies)
Adv dir, R. J. Martin
(AT&T Communications)
Vp-con mktg srvc, F. F. Stoddard
Dir of adv, Kim Armstrong
(AT&T Information Systems)
Vp, Hal Burlingame
Dir of adv, Richard Draper
(AT&T Consumer Products)
Exec dir mktg, Art Freidman

Mgr adv & prom, Lee Blitoh
Agencies: N W Ayer, N.Y.
(corporate/influm)
Exec-vp-exec acct dir, Thomas F.
Maxey
Sr vp-mgmt supr, Howard Stoner
Vp-acct supr, John Quigley
Vp-assoc-media dir, Suzanne
Kaufmann
(AT&T Communications — long
distance residential)



OUR DETROIT CIRCULATION:

When you buy the Detroit market, you may want to buy one of Detroit's two daily newspapers, depending on who you believe to be number one that week. But Detroit's a funny market. Most of the upscale consumers who you want to reach, don't live in Detroit. They live in the suburbs!

If you want to reach these consumers in their own home town, you need Detroit's best suburban newspaper network... the Observer & Eccentric Newspapers. The 12 editions



of the Observer & Eccentric newspaper network cover the most affluent communities in both Wayne and Oakland counties. In fact, Scarborough proves we deliver more readers than the Detroit News or the Detroit Free Press in important selected categories. Call

Dan Chovanec, our Advertising Director, at (313) 591-2300. He'll tell you why you need Detroit's best suburban newspaper network — The Observer & Eccentric.

THE
Observer & Eccentric
NEWSPAPERS

36251 Schoolcraft
Livonia, Michigan 48150

Sr vp-exec acct dir, Stan Mattison
Sr vp mgmt supr, Fred McClafferty
Vp-acct suprs: Anne MacDonald, Jim Haag
Sr vp-grp media dir, Jane Twyon
Assoc media dir, Matt Schach
(Consumer Products)
Sr vp-exec acct dir, Clark Hine
Sr vp-mgmt supr, Gerald Coleman
Vp-acct suprs: Chip Hartwell, Howard Tobias
Sr vp-grp media dir, Jane Twyon
Vp-assoc media dir, Richard Alcott
McCann-Erickson, N.Y.
(Long Lines)
Sr vp-mgmt rep, Hank O'Brien
Sr vp-acct dir, Tom Di. scoll
Acct supr, Eric Keshin
Sr vp-media dir, Ira Carlin
Sr vp-media plng dir, Vince Ratti
Vp-assoc plng dir, Vince Tortorelli
Media grp head, Lee Oakes
Ogilvy & Mather, N.Y.
(AT&T Information Systems)
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Andrea McAleer
Asst media dir, Alysia Dworn
Sr-vp-mgmt-supr, Kelly O'Dea
Vp-acct suprs: Irene Frary, Jeffrey Bertrand
Acct suprs: Bruce Nathanson, Edith Holden
(AT&T Technologies)
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Andrea McAleer
Asst media dir, Alysia Dworn
Vp-acct supr, Gary C'got
Ur:World Group, N.Y.
(Minority markets)
Vp-acct supr, Linda Dukette
Media dir, Glenn Miller

6. CHEVROLET cars & trucks General Motors

	media dollars	
	1982	1983
Magazines	\$ 29,636,000	\$ 31,560,000
Supps	—	594,000
Newspapers	30,022,000	23,472,000
Network tv	76,035,000	93,362,000
Spot tv	33,258,000	42,563,000
Network radio	327,000	159,000
Spot radio	13,950,000	11,337,000
Outdoor	4,924,000	5,487,000
Total	\$185,170,000	\$208,334,000

Classifications: passenger cars (LNA T-110; trucks (LNA T-120)

Marketing brand management:

Gen dir mktg, Thomas Staudt

Dir natl adv, T. R. Chick

Adv mgrs: S. D. McAvoy (cars), H. J. Cordes (trucks & wagons)

Directory of Top 200 Millionaire Brands

Agency: Campbell-Ewald, Detroit
Exec vp-acct dir., William J. Tausch
Exec vp-media dir., Thomas J. Glynn
Sr vp-assoc media dir., Ronald D. Geckle

Sr vp-dir bcst buying, Duane Kell (Cars)

Sr vp-mgmt supr (small cars), Don Williams

Sr vp-mgmt supr (big cars), Bud Allen
Vp-media grp supr, Paul Hunt (Trucks)

Sr vp-mgmt supr, Tony Hopp

Vp-media grp supr, Jack Martin

7. McDONALD's McDonald's Corp.

	media dollars	
	1982	1983
Magazines	\$ 878,000	\$ 249,000
Supps	297,000	—
Newspapers	(no data)	(no data)
Network tv	59,876,000	80,931,000
Spot tv	94,156,000	105,025,300
Network radio	1,718,000	781,000
Spot radio	2,138,000	2,077,000
Outdoor	4,143,000	4,295,000
Total	\$163,206,000	\$193,358,000

Classification: restaurants (LNA G-330)

Marketing/brand management:

Exec vp-mktg, Paul F. Schrage

Asst vp-mktg, David Green

Dir of media, Laurie A. Grace

Vp-dir mktg, Emil Teri

Agencies: Leo Burnett, Chicago

Sr vp-media srvc div, Willard Hadlock

Media dir, Sally Hunter

Acct dirs: Michael Allen, William Wohlfeil

Burrell, Chicago

(Black markets)

Acct dir, Fred Jackson

Act supr, Wendy Potter

Acct exec, Eunice Chaney

Media dir, Nick Howse

Media supr, Kevin Newell

**Four-year trend
 totals start on
 page 56.**

8. WARD'S Mobil Corp.

	media dollars	
	1982	1983
Magazines	\$ 105,000	\$ 102,000
Supps	—	—
Newspapers	157,000,000	158,000,000
Network tv	—	—
Spot tv	9,310,000	9,290,000
Network radio	—	—
Spot radio	1,345,000	754,000
Outdoor	18,000	13,000
Total	\$167,878,000	\$178,239,000

Classification: all retail

Marketing/brand management:

Exec vp-mktg, Charles J. Miller

Vp-adv/sales prom, David Snell

Corp media dir, Carol Brewster (print)

Admin adv mgr, E. D. Hawley

Agency: Media Bureau Intl., Chicago

(Tv time buying)

Pres, Richard Pickett

Vp, Norma Wren

Sr media buyer, Ingrid Acott, Peg

Coly

Sr print buyer, J. Snyder

9. NISSAN cars, trucks Nissan Motors Ltd. (includes Datsun)

	media dollars	
	1982	1983
Magazines	\$ 12,751,000	\$ 13,373,000
Supps	262,000	96,000
Newspapers	9,711,000	9,276,000
Network tv	23,253,000	33,603,000
Spot tv	52,514,000	53,157,000
Network radio	—	—
Spot radio	11,383,000	10,850,000
Outdoor	1,384,000	1,556,000
Total	\$111,258,000	\$121,911,000

Classifications: passenger cars (LNA T-110); trucks (LNA-T-120)

Marketing/brand management:

Vp-mktg srvc, Bob Kent

Dir adv, Joe Opre

Media plng mgr, Susan Furedi

Agency: William Esty, N.Y.

Sr vp-mgmt supr, George Beech

Sr vp-acct supr, Bob Crothers (L.A.)

Sr vp-media dir, Peter Triolo (N.Y.)

Sr vp-grp media dir, Lucille Gronet

Assoc media dirs: Patricia Halliwell

(N.Y.) Jolene Fredrick (L.A.)

Media supr, (N.Y.), Phyllis Joseph

10. BUDWEISER beer Anheuser-Busch

	media dollars	
	1982	1983
Magazines	\$ 2,560,000	\$ 5,202,000
Supps	—	—
Newspapers	1,929,000	2,242,000
Network tv	50,479,000	68,165,000
Spot tv	21,905,000	30,094,000
Network radio	4,572,000	4,052,000
Spot radio	20,261,000	19,804,000
Outdoor	3,191,000	2,217,000
Total	\$104,897,000	\$131,782,000

Classification: beer (LNA-F-310)

Marketing/brand management:

Vp-mktg, Michael J. Roarty

Vp-brand mgmt, Jack MacDonough

Vp-corp media, Charles B. Fruit

Dir media srvc, Tony Ponturo

Grp mktg mgr, Thomas R. Sharbaugh

Sr prod mgrs: Bob Merz, Bob

Goughenour (Bud Light)

Agencies: D'Arcy MacManus

Masius, St. Louis

Sr vp-grp mgmt supr: Budweiser, Tim

Arnold

Vp-acct supr, Todd Abrams

Sr acct exec, Rich Lalley

Acct execs: Fred Wolter,

Mike McNeal

Sr vp-dir media srvc, Frank Kopec

Sr vp-grp media dir, Steve Phelps

Vp-assoc media dir, Beth Seib

Media supr, Bernadette Cognac

Media plnrs: Sue Aubuchon, Robin

Droste

NH&S, Chicago

(Bud Light)

Sr vp-media dir, Michael White

Sr vp-assoc media dir, David Drake

Vp-dir media oper, William Heimann,

Jr.

Vp-assoc media dir, Gary Mueller

Media supr: Penny Derer, Patrick

McDonough

Media plnrs: Edward R. Barry, Susan

Krebs

Media assts: Regina M. Broccoli,

Nancy Olson

Sr vp-grp acct dir: Ron Bess

Vp-acct supr, John Greening

Acct exec, Stephens Jackson

Asst acct exec, Debra Rosenberg

Acct coor, Ginny Zook

Castor Spanish Intl., N.Y.

(Spanish markets — product)

Pres, Casar Fernandez

Exec vp-acct supr, Arturo Andrade

Media dir, Carlos Delgado

Asst media dir, Olga Hoffman

Head media buyer, Nieves Diaz

Media asst, Gustavo Gatell

11. MILLER beer: Philip Morris

	media dollars	
	1982	1983
Magazines	\$ 1,555,000	\$ 1,352,000
Supps	—	—
Newspapers	497,000	1,556,000
Network tv	74,651,000	84,082,000
Spot tv	19,868,000	22,374,000
Network radio	—	—
Spot radio	16,051,000	15,194,000
Outdoor	661,000	470,000
Total	\$113,276,000	\$125,028,000

Classification: beer (LNA F-310)

Marketing/brand management:

Exec vp, Lauren S. Williams

Vp-brand mgmt, William W. Catlin

Grp prcd dir, Robert Toledo (Lte)

Brand mgrs: Douglas E. Rogers (High

Life), William H. Barrett (Lte)

Victor Imbimbo, Jr. (new products)

Agencies: Backer & Spielvogel, N.Y.

Sr vp-grp mgmt rep, Jeffrey Palmer

Sr vp-mgmt rep, Dean Scaros

Exec vp-acct svcs, Bob Holmen

Exec vp-dir media svcs, Stephen Leff

Sr vp-media dir, Jay Schuenfeld

Vp-assoc media dir, Scot Butler

Mingo-Jones, New York

(ethnic markets)

Sr vp-dir client svcs, Samuel

Chisholm

Sr acct exec, Eric Randolph

Acct suprs: William McGugins (High

Life), Marty Fortes (Lte)

Media mgr, Betty Robinson

Media plnr, Deborah Gray

Media buyer, Yvonne Love

12. KELLOGG'S products Kellogg Co.

	media dollars	
	1982	1983
Magazines	\$ 8,437,000	\$ 6,181,000
Supps	2,600,000	290,000
Newspapers	2,044,000	2,355,000
Network tv	57,413,000	73,006,000
Spot tv	27,292,000	34,130,000
Network radio	—	—
Spot radio	7,000,000	460,000
Outdoor	254,000	8,000
Total	\$96,530,000	\$116,470,000

Classifications: cereals (LNA F-122),
bakery goods (LNA F-160)

Marketing/brand management:

Sr vp-mktg, M. D. Simpson

Cat mgr-HTE cereals, W. H.

Weintraub

Agencies: Leo Burnett, Chicago

Exec vp-client svcs, W. T. Lynch

Vp-acct dir, J. M. Jenness
Sr vp-media svcs dir, Willard Hadlock
Media dir, Lincoln Bumba
J. Walter Thompson, Chicago
Sr vp-grp acct dir, J. F. Tukey
Sr vp-acct dir, G. S. Moss
Vp-grp acct media dir, S. Buerger
Vince Cullers, Chicago
(Black markets)
Vp-acct svcs, Ed Reynolds
Media dir, Jeff Cullers

13. CHRYSLER cars Chrysler Corp.

	media dollars	
	1982	1983
Magazines	\$ 8,849,000	\$ 17,609,000
Supps	—	—
Newspapers	16,789,000	14,168,000
Network tv	34,471,000	35,672,000
Spot tv	12,185,000	38,380,000
Network radio	813,000	680,000
Spot radio	28,293,000	6,358,000
Outdoor	583,000	2,674,000
Total	\$101,983,000	\$115,541,000

Classification: cars (LNA T-110)

Marketing/brand management:

Vp-mktg, J. A. Campana

(corporate)

Corp adv mgr, J. L. Hickey

Adv mgr, T. Pride

(cars)

Grn mktg mgr, A. C. Liebler

Natl adv mgr, A. C. Kesteloot

Adv mgrs: G. A. Northrop (cars), A. D.

Irwin (retail)

Agencies: Kenyon & Eckhardt,

Detroit

Exec vp, Peter S. Dimsey

Sr vp-grp mgmt supr, J. R. Heekin

Sr vp-mgmt supr (dealer assn), J. P.

Hickey

Vp-acct supr, J. A. Jacobs

Sr vp-media dir, P. D. Matz

Sr vp-dir media plng, E. E. Kruger

Vp-assoc media dir, M. Vogel (cars)

Plnr, D. Bean (cars)

Dealer assn plng buying, Pam Iverson

(corporate)

Exec vp, Peter S. Dimsey

Sr vp-mgmt supr, W. J. Shea

Acct supr, J. Else

Sr vp-media dir, P. D. Matz

Sr vp-dir media plng, E. E. Kruger

Assoc media dir, J. A. Vachia

Ross Roy, Detroit

(corporate-collateral)

Exec vp, Dick Ward

Sr vp, Jack Civer

Vp-grp acct suprs: Don Baldwin, Don

Scheich, Jim Vehko, Jim San

Filipzo

14. KRAFT Dart & Kraft Inc.

	media dollars	
	1982	1983
Magazines	\$ 17,711,000	\$ 23,576,000
Supps	379,000	1,412,000
Newspapers	3,955,000	4,100,000
Network tv	37,074,000	54,758,000
Spot tv	46,020,000	23,160,000
Network radio	470,000	1,984,000
Spot radio	1,395,000	866,000
Outdoor	47,000	19,000
Total	\$107,051,000	\$107,755,000

Classifications: cooking products

(LNA F-110); dairy products (LNA

F-13C); prepared foods (LNA

F-120); confectionery (LNA F-210);

bakery goods (LNA F-160);

beverages (LNA F-17C)

Marketing/brand management:

Exec vp mktg, J. Dorrel

Vp-dir, R. Morrison (refrig prod)

Vps-mktg: D. Blue, J. Craig, H.

Roberts

Vp-dir adv & mktg svcs: Retail Food

Group, James R. Blocki

Dir adv, R. K. Powell

Mktg adv svcs, W. Landgraf

Asst adv prod svcs mgr, Casandra

Reese

Grp brand mgrs: E. I. Hale (jellies,

confections); J. L. MacDonald

(pourables); P. Euranich, H. E.

Jolly, T. Van Aman, M. Haben, S.

Gelman, R. Eckert (cheese); F.

Scott (dinners BBQ); R. Martin

(viscous dressings); R. Lenny

(margarine)

Agencies: FC&B, Chicago

(Retail Food Group)

Sr vp-grp mgmt supr, J. J. Cerasani

Vp-mgmt supr, Terri Shapiro

Acct suprs: L. Kasdan (dinners

confections), J. Pearl (BBQ)

Acct execs: P. Smith (dinners), L.

McGivern (BBQ), L. Bellar (youth

new products

Sr vp-media dir, Fred Wray

Grp media dir, Ralph Katz

Media suprs: Katie Donoval, M.

Ceschir

NH&S, Chicago

(Parkay, fruit spreads, mustard,

Philadelphia Brand dressing,

Cheez n Crackers, new products)

Sr vp-grp acct dir, Jack W. Copher

Vp-acct dir, Kathie McKirdy

Vp-acct suprs: V. K. Carlson, Nancy

Van Grinsven, Steven Seylerth

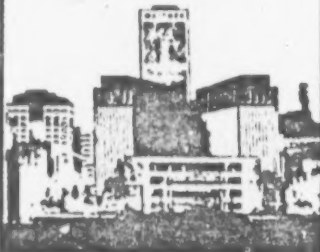
Acct coord, Joanne Crabo

Sr vp-media dir, Michael White

Sr vp-assoc media dir, David Drake

Vp-dir media oper, W. F. Hermann, Jr.

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ADI		
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Vp-assoc media dir, Diane Niederman
Media suprs: Lisa C. Nelson, Vickie Szombathy

Media plnrs: Erin Houlinan, Jeffrey Rezzuto, Ann Vail

Media assts: Emily J. Kirsch, Marc Mickiewicz

JWT, Chicago

(Food service, industrial, cheese, salad products)

Sr vp-grp acct dir, R. L. McCullough (corp intl), Bruce Beach (retail foods)

Vp-mgmt suprs: George Scholt (viscous dressings), Tom Hamilton (food service military), Rick Anderson (cheese)

Sr acct supr, M. Keenan

Acct suprs: D. Cosyns, D. Blanton

Sr vp-media dir, Robert H. Irvine

Vp-grp acct media dirs: Nadine Martens, Robin Lampert

Vp-acct media dir, John Biedemann
N W Ayer, Chicago

(Frozen foods)

Sr vp-mgmt supr, J. Titus

Vp-acct supr, Leslie Carothers

Acct supr, Diane Chun-ming

Vp-media srvc dir, Tom Spasari

N W Ayer, N.Y.

(Dairy products group)

Sr vp-exec acct dir, Ruth A. Salevouris

Sr vp-mgmt supr, Lauren Tucker
Acct suprs: Victoria Squires, Peter Varvara

Vp-grp media dir, David Lehmkuhl

Vp-assoc media dir, Jim Mitchell

Geers Gross, N.Y.

(Dairy products group)

Vp-mgmt suprs: Dennis Fogarty, Ira Matathia

Acct suprs: Stephen Licj, Peter Konigsbacher

Acct execs: Tricia Benz, Liz Ryba, Maureen Hutchinson

Sr vp-media dir, Russell Gilsdorf

Vp-assoc media dir, Joy Gaffigan

Ping supr, Heatha Staven

Sr plnr, Sherry Pinkel

Plnrs: Debra Kanelstein, Ruth

Darren, Curtiss Bruno

Hispania JWT, Chicago

(Spanish markets)

Sr vp-nen mgr, Caroline Demy

Media dir, Nancy Tellet (N.Y.)

Praeger & Gardner, Chicago

(Black markets)

Sr vp-acct supr, Rufe Kolconay

Vp-media dir, Anthony Moore

15. PURINA pet food Ralston Purina

	media dollars	
	1982	1983
Magazines	\$ 7,855,000	\$ 12,125,000
Supps	1,246,000	1,102,000
Newspapers	2,163,000	1,565,000
Network tv	71,570,000	76,838,000
Spot tv	11,440,000	15,825,000
Network radio	—	—
Spot radio	221,000	37,000
Outdoor	110,000	136,000
Total	\$94,605,000	\$107,626,000

Classification: pet food supplies
(LNA G-530)

Marketing brand management:

Vp-dir of adv, William M. Claggett

Corp vp-dir mktg res, Pat McGinnis

Media comm dir, F. Lee Zingale

Media dirs: Mary Howard, Don Martin

Agencies: Wells, Rich, Greene, N.Y.

Sr vp-acct grp head, James Weinstein

Sr vp-corp media dir, Robert Geis

Vp-plng srvc dir, Steve Zigler

Vp-plng grp head, Pat Casa

Della Femina, Travisano & Partners

(Meow Mix, new products)

Chmn, Jerry Della Femina

Sr vp-media dir, Ned Gelbrand

Gardner, St. Louis

Pres, C. Kelly O'Neill

Sr vp-gen mgr, Larry Noedel

Vp-mgmt reps: John Fox, Bill Lahaman

Advanspers Media Programming, St.

Louis, New York, Los Angeles

(Sub: Gardner Advertising)

Pres, Donald Stork

Exec vp, Jack Shubert

Pres ntwk subsidiary, Paul Schulman
(N.Y.)

Averett, Free & Ginsberg, N.Y.

Sr vp-mgmt supr, Ron Thomas

Sr vp-media dir, Abe Mangel

Tatham Laird & Kudner, Chicago

Mgmt supr, Tom Hazlett

Acct supr, Roberta Borst

Acct execs: Alicia Howington, Gavan Goodrich

Sr prnr-dir media oper, Phil Gerber

Assoc media dir, Joanne Franck

Media supr, Mary Hueger

Don Tennant, Chicago

(Thrive, new products)

Pres-ceo, Thomas J. Prcnal

Vp-mgmt dir, Alan L. Meiser

Acct suprs: Robert Meuser, Uwe

Wende

Acct exec, Bill Freeman

Vp-dir media srvc, James W.

Gustafson

MCA Advertising, N.Y.

Pres, William Bishop

Exec vp-acct mgmt, Warren Doechter

**Four-year trend
totals start on
page 56.**

Sr vp-media dir, Dawn Sibley
 Vp-assoc media dir, Laura
 Hartenbaum
 Asst media dir, Janet Chechter
 Sr media plnr, Molly Hood
TBWA, New York
 Pres, Richard Costello
 Sr vp-ecct mgmt, William Oakey
 Vp-mgm sup, Mark Polan
 Vp-media dir, Claude Fromm

16. HONDA

Honda Motor Co.

	media dollars	
	1982	1983
Magazines	\$15,446,000	\$19,991,000
Supps	343,000	459,000
Newspapers	6,792,000	7,282,000
Network tv	29,887,000	41,529,000
Spot tv	14,556,000	17,976,000
Network radio	1,239,000	2,636,000
Spot radio	11,866,000	10,992,000
Outdoor	3,043,000	2,978,000
Total	\$83,172,000	\$103,843,000

Classifications: motorcycles (LNA G-440), passenger cars (LNA T-110); building equipment (LNA H-520); garden machinery (LNA T-610)

Marketing brand management: (passenger cars)

Sr vp, Cliff Schmillen

Natl adv mgr, Eric Conn

(Motorcycles, motor scooters, all-terrain vehicles)

Mgr natl motorcycle adv, Jon Row

Asst natl adv mgr, Neil Leventhal

Agencies: NH&S, Los Angeles

Sr vp, Bob Welsh

Sr vp-mgmt rep, Bill Hagestein

Vp-acct dir, Tom Cavanagh

Acct suprs: Julie Boston, Joan Egan, Tony Andolino

Dir of media resources, Emil Iannaccone

Assoc media dir, Jack Valente

Daley & Assoc, Los Angeles

(Motorcycles)

Sr vp-mgmt sup, Mike Nyerges

Sr vp-media dir, Marc Feidelson

Vp-assoc media dir, George Troll

Asst media dir, Marvin Press

17. IBM

International Business Machines

	media dollars	
	1982	1983
Magazines	\$12,530,000	\$27,172,000
Supps	740,000	1,057,000
Newspapers	7,228,000	11,720,000
Network tv	17,633,000	52,409,000
Spot tv	3,861,000	5,006,000
Network radio	1,590,000	507,000
Spot radio	2,774,000	5,474,000
Outdoor	68,000	13,000
Total	\$46,424,000	\$103,358,000

Classification: office machines (LNA B-310)

Dir adv, C. G. Francis

Mgr corp print, Roger Baker

Mgr corp tv, Don Frischman

(Information Systems Group)

Dir of adv, Antoinette Emerson

Mgr of adv, Don Butters

(National Marketing Div)

Mgr adv, Bob Rich

(National Account Div)

Mgr adv, Bob Blair

(Federal Systems)

Mgr adv, Bill Corey

(IBM World Trade — A FE)

Mgr adv, Bob O'Leary

Agencies: DDB, New York

Exec vp-media & prog, Mike Drexler

Vp-media plg dirs: John Pansuti,

Conant Sawyer

Grp sr vp, Lloyd Highbloom

Vp-mgmt suprs: Nancy Wiese (Product Centers), Joe Dell Aquila (ISG)

Lord, Geller, Federico, Einstein, N.Y. (Corporate)

Jr-mgmt sup, Albert Berger

Vp-mgmt sup, Tina McDermott

Vp-acct sup, Moira Hearne

Acct sup, Tunis Denise

Acct exec, Abby Warner

(personal computers)

Sr vp-mgmt sup, Robert Wells

Vp-acct sup, John Steinie

Acct sup, Fred Mauer

Acct execs: Don Kurn, D. de Simone,

Scott Lackey, Martha Pease

Vp-media dir, Marianne Caporietto

Assoc media dirs: Mark Hintsa

(corporate), Stan Kreiser, Larry

Orell (personal computers)

Geer, DuBois, N.Y.

Sr vp-media dir, Alan Johnson

Vp-media plg dir, Joy Shiwa

Sr vp-grp acct sup, John V. Allen

Vp-acct suprs: Linda Wenger, Steve Farick

Marsteller, N.Y.

(IBM Federal Systems)

Vp-mgmt sup, Jim Waechter

Acct exec, Debbie McAlister
 Vp-dir of media, Carla Loffredo
 Media sup, Merrill Leder
 Sr plnr, Michael Sadowsky
Compton, N.Y.
 Sr vp-acct sup, John Ammon
 Acct mgrs: Susan Hills, David Smith,
 Joan Hutton

18. DODGE

cars and trucks
 Chrysler Corp.

	media dollars	
	1982	1983
Magazines	\$10,078,000	\$19,327,000
Supps	731,000	137,000
Newspapers	12,406,000	16,985,000
Network tv	24,063,000	35,608,000
Spot tv	11,304,000	25,271,000
Network radio	2,107,000	2,179,000
Spot radio	4,387,000	2,642,000
Outdoor	300,000	808,000
Total	\$65,376,000	\$102,957,000

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)

Marketing brand management:

Vp-mktg, J. A. Campana

(cars and trucks)

Gen mktg mgr, J. N. Caddell

Natl adv mgr, J. J. Cronin

Adv mgrs: L. F. Farrell (cars), Jim

Jandasek (trucks), K. J. Laurence

(intl.)

Agency: BBDO, Detroit

Exec vp-gen mgr, Jim Berline

Sr vp-mgmt suprs: Bill Oswold (cars),

Ken Steadman (trucks)

Sr vp-exec dir media srvc, Eugene

McCarthy

Vp-media dirs: Karen Ritchie (trucks),

Ted Zahrfeld (cars)

Vp-mgr tv radio, Susan Stoll

Vp-media sup, Larry Harabadian

(cars)

Media sup, J. Caponigro (trucks)

19. TOYOTA

cars and trucks
 Toyota Motors

	media dollars	
	1982	1983
Magazines	\$10,835,000	\$12,416,000
Supps		26,000
Newspapers	15,610,000	12,571,000
Network tv	21,244,000	22,853,000
Spot tv	63,870,000	42,506,000
Network radio	750,000	20,000
Spot radio	3,623,000	3,343,000
Outdoor	2,523,000	2,284,000
Total	\$119,035,000	\$95,013,000

For alphabetical
 index, turn to
 page 52.

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)

Marketing/brand management:

Vp-corp mktg, Warren E. Christell

Oper vp-sales mktg dist, Robert

McCorry

Natl adv mgr, Jack Collins

Adv prgms mgt-media, Silvia Voegelé

Agency: DFS, New York

Mgmt reps: Stuart Upson, Jim Lindsey (N.Y.); Norman Lauchner (L.A.)

Exec vp-dir media svcs, Allen Banks

Sr vp-sr assoc media dir, Louis

Capozzoli

Vp-assoc media dir, John Adams

20. KODAK cameras, film Eastman Kodak

	media dollars	
	1982	1983
Magazines	\$14,637,000	\$16,315,000
Supps	597,000	572,000
Newspapers	3,623,000	5,105,000
Network tv	33,267,000	56,454,000
Spot tv	5,843,000	8,649,000
Network radio	1,609,000	726,000
Spot radio	1,818,000	988,000
Outdoor	593,000	1,776,000
Total	\$61,997,000	\$90,585,000

Classifications: cameras (LNA G-230); office machines (B-310)

Marketing/brand management:

Vp-gen mgr, U.S. mktg div, W. J.

Prezzano

Vp-corp mktg comm, J. J. Powers

Dir mktg comm, consumer, professional, finishing markets, R. H. McCoy

Agencies: J. Walter Thompson, N.Y.

Sr vp-mgmt dir, John Maher

Sr vp-acct dirs: Jon Tracosas (film, paper, processing), JoAnne Laine (cameras, intl. business systems)

Acct suprs: Rich Brown, Ann Carter, Michelle Williams (Intl.), Cynthia Krimezis

Acct reps: Kathy Ordan, Warren, Milick, Bobbie Schanz (cameras)

Mgmt suprs: Gary Steele (cameras);

Ernest Emerling, (intl.); Howard

Holder, Bill Mick (business systems)

Sr vp-media dir, Richard Kostyra

Sr vp-dir media plng, John Gray

Sr vp-nwtk bdcst, John Sisk

Vp-assoc media dirs: David Murphy, Gwyn Kaufman

Young & Rubicam, N.Y.

(instant photography, copiers)

Sr vp-mgmt supr, Edward Comiskey

Vp-acct supr, Paul Arby

Acct exec, Susan Santinelli

Sr vp-media grp supr, George Sharpe

Media supr, Donald Davis

Rumrill-Hoyt, Rochester, NY

(corporate)

Mgmt. supr, Joseph M. Valerio

Grp mgr, Dave Fisher

Acct suprs: Vicki Lewis, Ralph Simolo,

Bob Davison

Acct execs: Kip Brown, Helen

Hutchings, Marlene Morgan

Media dir, William Mackey

Media plnr, Don Cramer

McCann-Erickson, N.Y.

Acct supr, Gina Gordon

Assoc plng dir, Vince Totatorelli

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Seattle (206) 488-8111

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21. BURGER KING restaurants Pillsbury

	media dollars	
	1982	1983
Magazines	\$ 94,000	\$ 843,000
Supps	134,000	—
Newspapers	87,000	—
Network tv	35,400,000	35,642,000
Spot tv	28,759,000	46,823,000
Network radio	—	810,000
Spot radio	—	4,316,000
Outdoor	691,000	943,000
Total	\$65,165,000	\$89,377,000

Directory of Top 200 Millionaire Brands

Classification: restaurants (LNA G-330)

Marketing/brand management:

Exec vp-mktg, Kyle Craig

Sr vp-mktg, Don Dempsey

Vp-adv/prom, Nick Castaldo

Vp-mkt res, Mike McCaffrey

Dir new prod mktg, Greg Thomas

Agency: J. Walter Thompson, N.Y.

Exec vp-gen mgr, Steve Bowen

Acct dir-natl new prods, George

Austen

Mgmt supr, Nancy Hallberg

Acct reps: Kendall Crolus, Daniel

Katsin

Sr vp-media dir, Richard Kostyra

Sr vp-dir media plng, John Gray

Sr vp-assoc media dir-net neg, Arnold

Chase

Vp-assoc media dir, Al Romano

Plnr, Larry Duke

UniWorld Group, N.Y.

(Minority markets)

Mgmt supr, Calvin McDowell

Acct supr, Miriam Muley

Media dir, Glenn Miller

22. PEPSI-COLA

(includes Diet Pepsi, Pepsi Light, Pepsi Free)
PepsiCo

	media dollars	
	1982	1983
Magazines	\$ 271,000	\$ 62,000
Supps	—	—
Newspapers	1,786,000	3,710,000
Network tv	13,319,000	18,267,000
Spot tv	40,784,000	55,779,000
Network radio	—	—
Spot radio	8,825,000	6,608,000
Outdoor	999,000	1,684,000
Total	\$65,984,000	\$86,110,000

Classification: soft drinks (LNA F-220)

Marketing brand management:

Vp-mktg, Dan Clark

Media dir, Henry V. Hayes

Natl media mgr, Ron Mednick

Agency: BBDO, New York

Exec vp-sr mgmt rep, Gary DePaolo

Exec vp-dir of media srvc, Arnie

Semsky

Sr vp-dir of media plng srvc, Mike

Drake

Sr vp-dir ntwk tv & prog, William

Croasdale

Vp-assoc dir ntwk plng, Susan

Auerbach

Vp-assoc media dir, Ivan Becker

Vp-ntwk supr, John Mattimore

Ntwk buye, Pat McGovern

Media suprs: Rene Goldmuntz, Tom

O'Brien

Media plnrs: Doug White, Marlene

Flynn

Mingo-Jones, New York

(ethnic-creative)

Sr vp-dir client srvc, Samuel

Chisholm

Acct exec, Eric Randolph

23. PONTIAC cars

General Motors

	media dollars	
	1982	1983
Magazines	\$10,240,000	\$11,684,000
Supps	—	—
Newspapers	5,292,000	6,062,000
Network tv	20,450,000	19,696,000
Spot tv	16,770,000	33,935,000
Network radio	—	—
Spot radio	809,000	1,536,000
Outdoor	97,000	507,000
Total	\$53,658,000	\$73,420,000

Classification: cars (LNA T-110)

Marketing brand management:

Gen mgr, W. E. Hoagland

Gen sales mgr, W. W. Lane

Dir of mdsg, James Graham

Adv mgr, C. A. Curry

Agency: D'Arcy MacManus Masius/

Bloomfield Hills, MI

Vice chmn, Robin Smith

Vp-dir mktg & res, Charles Stannard

Vp-grp supr, Mark Gjoui

Acct suprs: George Acree, Randall

Wood, Patricia Aulgur, Michael

Valent

Sr vp-media dir, George Rogers

Vp-assoc media dir, Dave Irvine

Sr vp-mgmt supr, Don Effler

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For alphabetical
index, turn to
page 52.

Move More Product in Maine.

NEW ENGLAND ADI GROWTH TRENDS (Annual avg. 1970-80)

POPULATION

1. PORTLAND	1.7%
2. Boston	.5
3. Hartford	.2
4. Springfield	even
5. Providence	(.3)

HOUSEHOLDS

1. PORTLAND	3.6%
2. Boston	2.1
3. Hartford	1.8
4. Springfield	1.6
5. Providence	1.2

RETAIL SALES

1. PORTLAND	17.9%
2. Springfield	13.8
3. Providence	12.4
4. Boston	11.9
5. Hartford	11.9

EBI

1. PORTLAND	16.5%
2. Boston	15.3
3. Springfield	15.1
4. Hartford	14.2
5. Providence	13.9

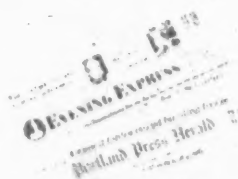
Source: S&MM Survey of
Buying Power - 1971 & 1981

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Roger Power (Landon-NYC) 212-867-1112.
Jim McNeil (Landon-Boston) 617-266-2141

Portland, ME

-PORTLAND NEWSPAPERS 390 Congress Street, Portland, ME 04104 (207) 775-5811

24. COCA-COLA

soft drink

(includes diet Coke, Coke)

Coca-Cola U.S.A.

	media dollars	
	1982	1983
Magazines	\$ 276,000	\$ 541,000
Supps	---	---
Newspapers	2,535,000	4,267,000
Network tv	17,197,000	15,355,000
Spot tv	26,878,000	45,010,000
Network radio	---	---
Spot radio	6,123,000	5,075,000
Outdoor	2,602,000	2,813,000
Total	\$55,611,000	\$73,061,000

Classification: soft drinks (LNA
F-220)

Marketing brand management:

Sr vp-mktg. Sergio Zyman

Mktg dirs: Henry Cardello (regular),
Mike Beindorf (diet)

Brand mgrs: Patrick Meyer (regular),
Kevin Jeter (reg caffeine-free) Mike
Mainthow. (diet), Dan Sayre (diet
caffeine-free)

Corp media dir — worldwide, William
H. Lynn

Dir of media — Coca-Cola U.S.A.,
Charlotte Weissenberger

Agencies: McCann-Erickson, N.Y.,
Atlanta

Vice chmn. McC-E Worldwide, John
F. Bergin

Exec vp-mgmt rep, worldwide, Ron
Sugarman (Atlanta)

Sr vp-mgmt rep USA, Steve
Bretschneider

Vp-mgmt supr. Wayne Thornhill

Vp-acct supr. Terry Fagan

Sr vp-media dir. Ira Carlin

Vp-media grp head, Kevin Mannion

SSC&B, New York

(diet Coke)

Exec vp. Stephen Noica

Vp-mgmt supr. Rudy Bechtel

Acct supr. John Fraser

Vp-assoc media dir. Janice Clements

Caster Spanish Intl., N.Y.

(Spanish markets — corporate
product)

Pres. Caslor Fernandez

Exec vp-acct supr. Arturo Andrade

Media dir. Carlos Delgado

Asst media dir. Olga Hoffman

Burrell, Chicago

(Black markets)

Mgmt supr. Sarah Burroughs

Acct supr. Frieda Curry

Media dir. Nick House

Media supr. Donna Beasley

Directory of Top 200 Millionaire Brands

25. ATARI

Warner Communications

	media dollars	
	1982	1983
Magazines	\$ 8,559,000	\$ 5,894,000
Supps	21,000	377,000
Newspapers	8,520,000	4,244,000
Network tv	50,838,000	50,035,000
Spot tv	13,415,000	9,652,000
Network radio	1,178,000	373,000
Spot radio	1,894,000	2,109,000
Outdoor	19,000	10,000
Total	\$86,338,000	\$72,694,000

Classifications: games (LNA G-450); home electronics (LNA H-320)

Marketing/brand management:

Chmn, ceo, James J. Morgan
(corporate/consumer electronics)

Exec vp-adv mktg, David N. Ruckert

Vp-media, Richard Glosman

Dir of media, Robert T. Hanley

Dir of intl adv, Dick Arroyo

Agencies: DDB, New York

(Home video games, software hardware and co-op)

Exec vp-Peter Falcone

Sr vp-mgmt supr, David R. Sklaver

Vp-mgmt supr, Gregg Braver

Acct suprs: Norman Hajjar, Michael Healy

Acct exec, Stanton Sittler

Exec vp-media prog, Michael D. Drexler

Vp-media plng dir, Conant Sawyer

Assoc media plng dir, Shirley Mandel

Wells, Rich, Greene, N.Y.

(Pre-school home computer div., software, AtariTel)

Sr vp-acct grp head, Bob Moehl

Vp-mgmt suprs: Randy Denosowicz

(Pre-school), Richard Khaleel, JoAnn Davis

Sr vp-corp media dir, Robert Geis

Vp-media grp head, Patricia Casa

26. MERCURY cars

Ford Motor

	media dollars	
	1982	1983
Magazines	\$ 4,658,000	\$13,261,000
Supps	—	652,000
Newspapers	3,958,000	6,692,000
Network tv	19,208,000	32,315,000
Spot tv	9,281,000	17,925,000
Network radio	1,285,000	—
Spot radio	597,000	58,000
Outdoor	128,000	821,000
Total	\$39,115,000	\$71,724,000

Classification: passenger cars (LNA T-110)

Marketing/brand management:

Gen mktg mgr, Ross H. Roberts

Adv mgr, John B. Vanderzee

Agency: Young & Rubicam, Detroit

Exec vp-grp dir, John Sanders

Sr vp, C. E. Riley

Vp-media dir, Ken Pool

27. MARLBORO

cigarettes

Philip Morris

	media dollars	
	1982	1983
Magazines	\$41,677,000	\$39,159,000
Supps	4,104,000	3,154,000
Newspapers	13,207,000	11,062,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	16,877,000	17,215,000
Total	\$75,865,000	\$70,590,000

Classification: tobacco (LNA G-110)

Marketing brand management:

Vp-brand prom, Robert Fitzmaurice

Grp dir, Bob Roper

Br. mgr, Richard Stirling

Vp-media, James L. Thompson Jr.

Agency: Leo Burnett, Chicago

Sr vp acct dir, Jim Oates

Vp acct dir, Peter Volz

Acct supr, Tom Dudrek

Sr vp media svcs div, Willard Hadlock

Vp-media dir, Bob Houghtlin

28. MATTEL toys

Mattel

	media dollars	
	1982	1983
Magazines	\$ 8,188,000	\$ 3,132,000
Supps	317,000	42,000
Newspapers	4,805,000	714,000
Network tv	55,533,000	51,656,000
Spot tv	16,052,000	14,440,000
Network radio	—	—
Spot radio	155,000	418,000
Outdoor	14,000	3,000
Total	\$85,064,000	\$70,405,000

Classifications: games (LNA G-450)

home electronics (LNA H-320)

Marketing brand management:

Vp-mktg svcs, Joe Morrison

Dir adv, Jim King

Agencies: Ogilvy & Mather, L.A.

Sr vp-media dir, Ron Reilly

Vp-assoc media dir, Tom Coughlin

Asst media dirs: Coby Low, Tim Tousant

29. TEXAS INSTRUMENTS

Texas Instruments

	media dollars	
	1982	1983
Magazines	\$ 2,197,000	\$11,695,000
Supps	—	—
Newspapers	3,260,000	16,857,000
Network tv	—	17,808,000
Spot tv	13,283,000	18,080,000
Network radio	—	—
Spot radio	—	3,424,000
Outdoor	5,000	—
Total	\$18,745,000	\$67,864,000

Classifications: computers, office

machines (LNA B-310); games

(LNA G-450)

Marketing brand management:

Vp-corp mktg, Peter A. Field

Agency: McCann-Erickson,

Houston

Sr vp-dir client svcs, Cormac Ryan

Vp-acct dirs: Buford Barr (industrial),

Larry Houllion (DSG), Alex Resly

(consumer)

Vp-media dept, Jim Shelby

Asst media plns: Jan Manicom, Pat

Dorner (consumer products), Carol

Erdmann (DGS)

30. PLAYERS cigarettes

Philip Morris

	media dollars	
	1982	1983
Magazines	—	\$27,547,000
Supps	—	2,563,000
Newspapers	—	23,945,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	11,393,000
Total	(Intro: 1983)	\$65,448,000

Classification: tobacco (LNA G-110)

Marketing brand management:

Vp-brand promotion, Robert

Fitzmaurice

Vp-media, Jarnel L. Thompson, Jr.

Agency: Wells, Rich, Green, N.Y.

Sr vp-dist grp head, Jayne Eastman

Vp-media grp head, William Ferguson

**Trend comments
on page 54.**

Directory of Top 200 Millionaire Brands

31. BRIGHT cigarettes R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$ 3,077,000	\$23,976,000
Supps	2,680,000	5,319,000
Newspapers	10,194,000	21,980,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,192,000	12,001,000
Total	\$20,143,000	\$63,276,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand marketing, Marty Orlowski

Grp dir, John Shostak

Brand mgr, Tim Harris

Dir media, Dan Pearson

Agency: Leber, Katz Partners, N.Y.
(Creative)

Exec vp-dir client services, Jerome L.
Davidow

Vp-acct grp supr, Janice Lee

Acct exec, Robin Palazzo

32. OLDSMOBILE cars General Motors

	media dollars	
	1982	1983
Magazines	\$10,740,000	\$ 9,124,000
Supps	—	—
Newspapers	10,427,000	12,168,000
Network tv	9,632,000	12,084,000
Spot tv	20,470,000	24,522,000
Network radio	—	184,000
Spot radio	3,999,000	3,282,000
Outdoor	514,000	504,000
Total	\$55,782,000	\$61,868,000

Classification: cars (LNA T-110)

Marketing/brand management:

Gen mgr, J. J. Sanchez

Gen sales mgr, J. F. Mattox

Dir mktg, L. C. Myers

Adv mgr, Palmer E. Bunker

Asst advtg mgr, Ray Juracek

Agency: Leo Burnett, Southfield, MI

Exec vp-gen mgr, John C. Ryan

Vp-acct supr, Roger K. Bailey

Acct dir, Thomas J. Boyle

Vp-media dir, Joe Henry

33. EASTERN Eastern Air Lines

	media dollars	
	1982	1983
Magazines	\$ 4,263,000	\$ 5,838,000
Supps	55,000	63,000
Newspapers	21,218,000	22,304,000
Network tv	5,203,000	9,398,000
Spot tv	7,758,000	12,237,000
Network radio	—	—
Spot radio	10,238,000	9,218,000
Outdoor	2,499,000	2,469,000
Total	\$51,234,000	\$61,527,000

Classification: passenger travel (LNA T-410)

Marketing/brand management:

Sr vp-mktg, Russell L. Ray

Vp-adv, William H. Dowse

Mgr adv svc, Robert A. Wolf

Agency: Campbell-Ewald, Detroit

Pres, P. A. Dow

Sr vp-mgmt supr, J. V. Karle

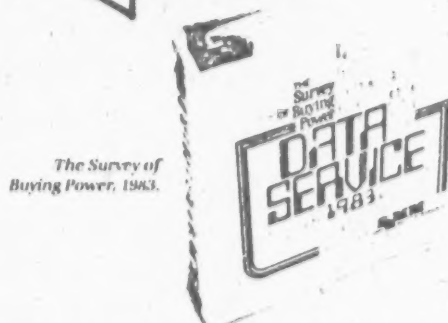
Sr vp-assoc mgmt supr, R. F. Henry,
Gunther Saupe (Latin America)

Vp-acct supr, J. T. Seregny

Exec vp-media dir, Thomas J. Glynn

Sr vp-assoc media dir, J. W. Nuccio

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Newspapers reach 84% of
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The Springfield Newspapers

Largest in Massachusetts Outside Boston

Directory of Top 200 Millionaire Brands

34. COMMODORE computers Commodore International

	media dollars	
	1982	1983
Magazines	\$ 1,407,000	\$ 2,794,000
Supps	—	—
Newspapers	80,000	2,383,000
Network tv	8,306,000	53,201,000
Spot tv	5,815,000	1,613,000
Network radio	—	—
Spot radio	2,000	1,230,000
Outdoor	—	—
Total	\$15,610,000	\$61,221,000

Classification: office machines (LNA B-310)

Marketing/brand management:

Vp-sales mktg, James Dionne

Mktg mgr, Julie Bauer

Agency: Direct

35. BUICK cars General Motors

	media dollars	
	1982	1983
Magazines	\$ 8,217,000	\$10,658,000
Supps	106,000	153,000
Newspapers	7,242,000	10,036,000
Network tv	13,763,000	17,797,000
Spot tv	15,100,000	19,394,000
Network radio	2,893,000	1,723,000
Spot radio	249,000	161,000
Outdoor	933,000	837,000
Total	\$48,503,000	\$60,759,000

Classification: cars (LNA T-110)

Marketing/brand management:

Vp-gen mgr, D. E. Hackworth

Gen sales mgr, J. C. Perkins

Asst gen sales mgr, J. J. Faerber

Dir adv, Harold E. Savage

Agency: McCann-Erickson, Detroit

Exec vp, Gerald C. Atkin

Sr vp-mgmt supr, Jan Starr

Vp-acct supr: Richard Hill, Mike

Wilberding

Vp-media dir, W. Brien Schweikart

Four-year trend
totals start on
page 56.

36. DELTA Delta Air Lines

	media dollars	
	1982	1983
Magazines	\$ 798,000	\$ 1,077,000
Supps	—	24,000
Newspapers	24,276,000	31,619,000
Network tv	—	2,603,000
Spot tv	6,979,000	8,227,000
Network radio	—	—
Spot radio	11,746,000	15,309,000
Outdoor	1,854,000	1,768,000
Total	\$45,653,000	\$60,627,000

Classification: passenger travel (LNA T-410)

Marketing/brand management:

Sr vp-mktg, J. A. Cooper

Dir of adv, Jim Porter

Agency: BDA/BDDO, Atlanta

Pres-mgmt supr, Glenn Verrill

Vp-acct supr, Jack Walz

Vp-media dir, Martin Hollinger

37. AMERICAN EXPRESS American Express

	media dollars	
	1982	1983
Magazines	\$11,978,000	\$15,527,000
Supps	495,000	884,000
Newspapers	8,658,000	7,273,000
Network tv	17,639,000	18,637,000
Spot tv	13,745,000	12,079,000
Network radio	—	3,031,000
Spot radio	1,829,000	2,057,000
Outdoor	18,000	580,000
Total	\$54,362,000	\$60,068,000

Classifications: financial (LNA

B-150); travel services (LNA T-420)

Marketing/brand management:

Grp vp-adv — worldwide, Richard D.

Rosenbloom

(Payment Systems Div)

Vp-FSI mktg srvc, Joan Bonnett

Dir of adv, Glen Gilbert (cards)

(Service Establishment Marketing)

Vp-mktg, Richard Kotz

Agencies: Ogilvy & Mather, N.Y.

Sr vp-grp dir, Shelly Lazarus

Vp-mgmt supr: Scott Marshall

(cards), Patricia Deneroff (cheques)

Sr vp-assoc media dir, Wilma Epstein

Vp-asst media dir, Linda Fidelman

McCann-Erickson, N.Y.

Sr vp-mgmt rep, Ian Hooper

Vp-acct dir, Tom Bezech

Sr vp-media dir, Ira Carlin

Vp assoc media dir, Vince Tortorelli

38. VOLKSWAGEN cars Volkswagenwerk A. G.

	media dollars	
	1982	1983
Magazines	\$13,993,000	\$21,958,000
Supps	—	—
Newspapers	11,657,000	5,702,000
Network tv	22,355,000	20,769,000
Spot tv	14,653,000	10,830,000
Network radio	—	—
Spot radio	1,867,000	—
Outdoor	74,000	—
Total	\$64,599,000	\$59,259,000

Classification: cars (LNA T-110)

Marketing/brand management:

Exec vp-sales & mktg, Peter Weiher

Vp-VW Div, James R. Fuller

Mktg rep, Richard Weidman

Mktg, VW mktg srvc, Richard Marcy

Mktg, VW adv, Mike Howe

VW adv mgr, Mike Kaptuch

Agency: CDB, Detroit

Pres, Robert Rees

Sr vp-mgmt supr, Willy Hopkins

Vp-acct supr, Sal Triano

Sr acct exec, Peter Toundas

Acct supr, strgy plng, Ron Zarowitz

Vp-acct supr, reg oper, Ron

Rogginger

Vp-dir media & prog, Al Petcavage

39. MICHELOB beer Anheuser-Busch

	media dollars	
	1982	1983
Magazines	\$ 4,910,000	\$24,544,000
Supps	—	2,041,000
Newspapers	727,000	980,000
Network tv	34,691,000	19,760,000
Spot tv	6,156,000	2,209,000
Network radio	1,727,000	503,000
Spot radio	5,230,000	7,746,000
Outdoor	156,000	30,000
Total	\$53,597,000	\$57,813,000

Classification: beer (LNA F-310)

Marketing/brand management:

Exec vp-mktg, Michael J. Roarty

Vp-brand mgmt, Jack MacDonough

Vp-corp media, Charles B. Fruit

Dir media srvc, Tony Ponturo

Grp mktg mgr, David C. Drew

Sr prod mgrs: Bill McNulty (Michelob),

Jim Sebo (Michelob Light)

Asst prod mgr, Bill Braun (Michelob)

Brand prom mgr, Anne Suppiger

(Michelob Light)

Agency: D'Arcy MacManus Masius,

St. Louis

Sr vp-grp mgmt supr Michelob

Directory of Top 200 Millionaire Brands

Michelob Light, Jack Bruemmer
Vp-acct suprs: Rick Spatz (Michelob),
Sumner Charles (Light)
Acct execs: Bill Daily, Betty Kerchoff
(Michelob); David Krishock (Light)
Sr vp-dir media srvc, Frank Kopec
Sr vp-grp media dir, Steve Phelps
Vp assoc media dirs: Glenn DeWees
(Michelob), Mike Nyikes (Light)
Media suprs: Rachelle Wiener
(Michelob), Ralph Heim (Light)

40. GE General Electric

	media dollars	
	1982	1983
Magazines	\$ 8,592,000	\$10,565,000
Supps	400,000	822,000
Newspapers	4,544,000	10,479,000
Network tv	24,583,000	31,597,000
Spot tv	1,897,000	4,026,000
Network radio	177,000	—
Spot radio	399,000	171,000
Outdoor	83,000	31,000
Total	\$20,675,000	\$57,691,000

Classifications: major appliances
(LNA H-210); other appliances (LNA
H-220); radios, tv sets (LNA H-310)

Marketing brand management:

Vp, Leonard Vickers

Mgr corp adv, Karl L. Koss

Proj mgr, H. M. Snider

Consumer products & services

Mgr mktg comm prog, Richard A.
Costello

(Major appliances)

Mgr natl adv mktg pub rel, Victor H.
Alcott

Mgr prod adv, Ronald N. Graham
(Video & audio products)

Mgr adv & sales prom, Norman R.
Huey (audio)

Mgr mktg comm, Judy M. Ziegler
(video)

(GE Credit Corp.)

Vp-mktg progs oper, Barton D. Ladd
(Lighting Business Group)

Mgr msg & pack (con prods), William
D. Rayer

Mgr adv & mktg (comm & ind mktg),
William Rogers

Agency: BBDO, New York

(Consumer divs Corporate)

Exec vp, Frank C. Perkins

Mgmt suprs: Thomas Derderian, Gerry
Schwieger, Lonny Strum (video), Bill
Kelly (hour awares), Arnold Ross
(major appliances)

Exec vp-dir of media srvc, Arnie
Semsky

Sr vp-dir media plng srvc, Mike
Drake

Sr vp-ntwk tv & prog, Bill Croasdale

Vp-dir of media buying, Bruno Crea

Vp-assoc media dirs: John Belfiore,
Mark Buttitta

Media supr, Steve Ruzizer

Vp-ntwk supr, John M. Ilmore

Media plnrs: Francis Croke, Ed
Hughes, James Cammarata

41. XEROX office equipment Xerox Corp.

	media dollars	
	1982	1983
Magazines	\$16,928,000	\$15,104,000
Supps	19,000	11,000
Newspapers	5,779,000	13,824,000
Network tv	15,804,000	22,732,000
Spot tv	558,000	2,491,000
Network radio	1,658,000	875,000
Spot radio	975,000	2,614,000
Outdoor	13,000	4,000
Total	\$41,734,000	\$57,655,000

Classifications: office machines &
equipment (LNA B-312); computers
(LNA B-311)

Marketing brand management:

Dir corp adv & prom, Michael E. G.

Kirby

Mgr corp adv & prom, Joseph M.
Cooper, Jr.

Mgr, adv opers, Bernard H. Lee

Agencies: NH&S, New York

Exec vp-dir of acct srvc, Joe Landy

Sr vp-grp acct dir, Donald Bigda

Sr vp-media dir, Page Thompson

Vp-assoc media dirs: Bernie Newman
(copiers), Jay Quinn (office
products), Paul Manganrello
(corporate)

AyerDirect, N.Y.

(Learning Systems Div)

Vp-mgmt supr, Joe Maddox

Vp-acct supr, Mike Concannon

Media supr, Gina Buttolocco

For alphabetical
index, turn to
page 52.

Trend comments
on page 54.

42. TYLENOL products Johnson & Johnson

	media dollars	
	1982	1983
Magazines	\$ 3,977,000	\$ 3,625,000
Supps	53,000	—
Newspapers	452,000	32,000
Network tv	36,752,000	49,147,000
Spot tv	2,753,000	4,043,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$43,987,000	\$56,847,000

Classification: medicines (LNA
D-210)

Marketing brand management:

Dir prod mgmt, Chandler D. Simonds

Dir mktg, Joseph J. Beshel

Agency: Compton, N.Y.

Mgmt dir, Tom Lom

Mgmt supr, John Sloan

Acct supr, Linda Joselow

Acct exec, Ken Pasler

Asst acct exec, Audra Raskys

Assoc media dir, Pat O'Donnell

Media supr, Sandy Pisk

Media plnr, Amy Steinman

43. GENERAL MOTORS corporate/parts General Motors

	media dollars	
	1982	1983
Magazines	\$17,525,000	\$13,063,000
Supps	1,458,000	134,000
Newspapers	16,769,000	11,201,000
Network tv	17,777,000	27,465,000
Spot tv	3,646,000	2,083,000
Network radio	1,186,000	1,971,000
Spot radio	3,098,000	242,000
Outdoor	6,000	44,000
Total	\$61,465,000	\$56,203,000

Classification: general promotion,
parts (LNA T-111, 154)

Marketing brand management:

(Corporate advertising)

Vp-sales & mktg, R. D. Lund

Exec dir mktg, J. N. Stewart

Adv mgr, D. J. Teasdale

Asst adv mgr, J. W. Finney

Asst adv mgr, D. K. Murley

Asst adv mgr, D. J. Bolen

(Public affairs advertising)

Vp-pub rel, J. W. McNulty

Adv mgr, G. H. Pruelle

Adv coord, Robin M. Pannecook

Agencies: D'Arcy MacManus
Masius, Bloomfield Hills, MI

Directory of Top 200 Millionaire Brands

Vp-mgmt supr, Theodore Teegarden
Vp-grp supr, Charles Brandt (parts)
Vp-acct suprs: Bruce Hutchinson,
Arthur Harrington (parts); William A.
Mara, Jr, Leo A. Mebrand
(protection)
Sr vp-media dir, George Rogers
Vp-assoc media dirs: Ed Coosai
(corporate), David Irvine
(protection), William Brenneman
(parts)
N W Ayer, Detroit
(Public affairs)
Sr vp-gen mgr, Robert Kingsbury
Sr vp mgmt supr, Richard Prince
Vp-media dir, Randall Schroeder
Media supr, Rick Doyle
UniWorld Group, N.Y.
(Minority markets)
Acct supr, Bernard Baskett
Media supr, Edna Edwards

For alphabetical
index, turn to
page 52.

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PO # _____

44. UNITED UAL

	media dollars	
	1982	1983
Magazines	\$ 1,187,000	\$ 2,167,000
Supps	—	53,000
Newspapers	6,077,000	5,419,000
Network tv	13,793,000	8,175,000
Spot tv	25,747,000	23,380,000
Network radio	—	—
Spot radio	13,603,000	14,636,000
Outdoor	48,000	187,000
Total	\$60,455,000	\$54,017,000

Classifications: passenger travel
(LNA T-410); freight (LNA B-610)

Marketing/brand management:

Sr vp-mktg, John Zeeman

Vp-adv & prom, John Ruhaak

Dir adv, Bill Alenson

Mgrs: Bill Groundwater (East), Al
Sortwell (Central), L. A. Small
(West)

Agency: Leo Burnett, Chicago

Acct dir, Jim Thompson

Vp-acct supr, John Goad

Acct suprs: Jim Dotter, Ashton Lee

Sr vp-media srvc div, Willard Hadlock

Media dir, Sally Hunter

45. CANON products Canon U.S.A.

	media dollars	
	1982	1983
Magazines	\$11,683,000	\$16,310,000
Supps	—	—
Newspapers	705,000	153,000
Network tv	21,618,000	26,295,000
Spot tv	6,104,000	7,440,000
Network radio	2,104,000	1,507,000
Spot radio	2,000	344,000
Outdoor	335,000	410,000
Total	\$42,551,000	\$52,469,000

Classifications: cameras (LNA
G-230); business machines
(LNA B-310)

Marketing/brand management:

Adv mgrs: T. Hirasawa (cameras), H.

Hirai (copiers), H. Iwanami

(calculators)

Agencies: Grey, New York

(cameras business machines)

Exec vp-acct mgmt, W. Overend

Exec vp-dir media & prog, Alec

Gerster

Vp-assoc media dirs: Jack Jarlick

(cameras), Russ Booth (business
machines)

DYR, New York

(cameras, copiers, calculators)

Vp-mgmt supr, Frank Savarese

(cameras)

Mgmt supr, Haron Appleman

(copiers)

Vp-acct supr, John Moyn (calculators)

Dir media srvc, Bill Barrett

46. WENDY'S restaurants Wendy's International

	media dollars	
	1982	1983
Magazines	—	\$ 467,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	\$13,817,000	18,683,000
Spot tv	17,793,000	31,636,000
Network radio	6,000	—
Spot radio	1,120,000	900,000
Outdoor	676,000	1,119,000
Total	\$33,412,000	\$52,205,000

Classification: restaurants (LNA
G-330)

Marketing/brand management:

Exec vp-mktg, William Welter

Vp-natl mktg, Bruce Ley

Vp-fir'd mktg, Don Calhoun

Vp-corp comm, Denny Lynch

Dir mktg anal new prods, Michael

Sapencia

Agency: DFS, New York

Exec vp-mgmt dir, Joseph Mack

Sr vp-mgmt supr, Robert Reed,

Charles Rath

Exec vp-dir mktg srvc, Allen Banks

Sr vp-sr assoc media dir, Ira Weinblatt

Vp-assoc media dir, Peter Regan

47. RCA RCA Corp.

	media dollars	
	1982	1983
Magazines	\$ 4,735,000	\$15,571,000
Supps	520,000	950,000
Newspapers	11,650,000	12,714,000
Network tv	12,645,000	15,418,000
Spot tv	2,145,000	5,039,000
Network radio	890,000	1,523,000
Spot radio	143,000	89,000
Outdoor	8,000	70,000
Total	\$32,736,000	\$51,374,000

Classifications: home electronics
(LNA H-310); records tapes (LNA
H-330); office machines (B-312)

Marketing/brand management:

(Corporate)

Dir of adv & media srvc, Joel S.

Wolk

Directory of Top 200 Millionaire Brands

(Consumer electronics)

Vp-con adv, William S. Beres
Natl adv mgr, Gregory P. Zehner
(Records)
Staff vp-mktg, Raju Pothakeral
Vp-ctrl svcs, Jack Chudnoff
(Solid State)
Dir comm & adv, Lon Cantor
(Video Component & Display)
Vp-mktg, Robert K. Lorch
(Government Systems)
Vp-mktg, F. H. Stelter
(Service Company)
Mgr mktg svcs, Robert Ziselman
(RCA Communications, Inc.)
Dir pub aff, Anne D. Schmitt
(RCA Global Communications, Inc.)
Vp-mktg, Ken Gross
(RCA American Communications, Inc.)
Dir pub aff, John Williamson
(RCA Cylux Communications Network)
Dir mktg, D. Dwight Drinkard
(Distributor & Special Products)
Mgr adv, Tony Ricketti
Agencies: N H & S
(Corporate)
Mgmt supr, Lee Hines
Acct dir, Jana Moorman
Vp-media dir, Nancy Clott
Leo Burnett, Chicago

(Consumer electronics)

Acct dir, Jackson D. Brown
Sr vp-media svcs div, Willard Hadlock
Media dir, Jack Hanrahan
Grey, New York
(Records and tapes)
Acct exec, Len Fogge
Exec vp-dir media & prog, Alec
Gerster
Vp-assoc media dir, John Jacobs
UniWorld Group, N.Y.
(Minority markets, and special events-
creative)
Acct supr, Wayne Shaaly
Al Paul Lefton, N.Y./Philadelphia
(RCA service, government systems,
office telephone systems)
Media dir, Carol David
Mgr media dept, William Fischell
Acct exec, Jan Caioferri
Cappiello & Chabrowe, N.Y.
(Solid state div)
Media dir, Nancy Davies
Fearon/O'Leary Kaprielian, N.Y.
(RCA Communications)
Vp-media dir, Dorothy Murphy
Acct exec, Carol Coren
Hammond Farrell, N.Y.
(RCA American Comm.)
Media dir, Marty Schwartzberg

48. KENTUCKY FRIED CHICKEN Heublein (R. J. Reynolds)

	media dollars	
	1982	1983
Magazines	—	\$ 39,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	\$27,184,000	30,544,000
Spot tv	14,845,000	19,253,000
Network radio	—	—
Spot radio	1,429,000	976,000
Outdoor	661,000	514,000
Total	\$44,059,000	\$51,326,000

Classification: restaurants (LNA
G-330)

Marketing/brand management:

Pres, Donald E. Doyle
Vp-field mktg, Robert E. Lee
Vp-mktg dev, C. Scott Conner
(National Advertising Cooperative)
Exec dir, Phillip E. Risinger
Vp, Michael O. Willson
Agencies: Young & Rubicam, N.Y.
Exec vp-grp dir, John McGarry
Sr vp-grp dir, Edward Lebar
Sr vp-mgmt supr, Linda Patston
Vp-acct suprs: James Siegel, John
Swan
Acct execs: Evangeline Ames, Bruce
Chesebrough, Jeff Salguero
Vp-grp media supr, Joe Mannix
Media svcs: Greg Billie, Karen White
Mingo-Jones, N.Y.
(ethnic markets)
Sr vp-dir client svcs, Samuel
Chisholm
Vp-acct dir, Roland Chandler
Media mgr, Betty Robinson
Media plnr, Deborah Gray

49. COORS beer Adolph Coors Co.

	media dollars	
	1982	1983
Magazines	\$ 56,000	\$ 29,000
Supps	—	—
Newspapers	1,153,000	1,016,000
Network tv	7,069,000	9,746,000
Spot tv	11,367,000	18,658,000
Network radio	—	—
Spot radio	8,081,000	2,209,000
Outdoor	451,000	547,000
Total	\$28,179,000	\$51,205,000

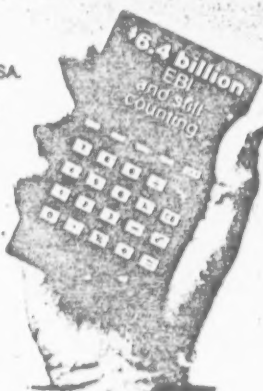
Classification: beer (LNA F-310)

Marketing brand management:

Sr vp-mktg: Robert A. Rechholtz
Vp-mktg, Rob Klugman
Brand dirs: Gary Naifeh, Bob Fox
(Coors Light)

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Brand mgrs: Peter Dang, Gary
Skorsted (Coors Light)
Agencies: FCB/Chicago
Sr vp-grp mgmt supr, Bill Meizer
Vp-mgmt suprs: Dale Smith, Jim
Gregga, Lisa Baum
Vp-grp media dir, Kent Vlautin
Media suprs: Bill Blaha, Mary Salmich,
Steve Nye

**Trend comments
on page 54.**

50. AMERICAN American Airlines

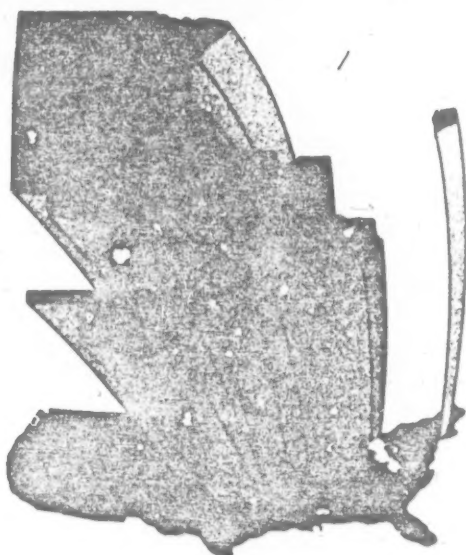
	media dollars	
	1982	1983
Magazines	\$ 891,000	\$ 405,000
Supps	376,000	26,000
Newspapers	18,634,000	12,204,000
Network tv	12,289,000	17,707,000
Spot tv	10,759,000	12,326,000
Network radio	—	—
Spot radio	8,429,000	8,300,000
Outdoor	186,000	135,000
Total	\$51,544,000	\$51,103,000

Classifications: passenger travel
(LNA T-410)

Marketing/brand management:

Vp-pass sales/adv, M. W. Gunn
Sr dir adv, Adrianna W. Smith
Sr dir freight sales & adv, Camey
Wenrich
Dir freight sales plans & adv, Peter
Mitchell
Vp corp comm, Lowell C. Duncan
Mgrs adv: Judith A. Kirvan, William E.
Quackenbush, Bruce Goodyear
Dir sales prom, Frank J. DiNuzzo
Mgr adv admin, Gregg Mavice
Agency: Bozell & Jacobs, Dallas
Sr vp-dir media svcs, Hugh O'Brien
Vp-dir media plng, Philip Brushaber
Assoc media dirs: Mary Bresnahan,
John Thomsen
Sr vp-grp acct dir, Paul Gold
Vp-mgmt supr, Tom Hooke

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51. MAZDA

Cars and trucks

Mazda Motors (Toyo Kogyo)

	media dollars	
	1982	1983
Magazines	\$12,324,000	\$14,551,000
Supps	—	—
Newspapers	512,000	1,971,000
Network tv	26,710,000	27,160,000
Spot tv	12,958,000	6,991,000
Network radio	—	—
Spot radio	46,000	—
Outdoor	133,000	35,000
Total	\$52,683,000	\$50,708,000

Classifications: passenger cars (LNA
T-110), trucks (LNA T-120)

Marketing/brand management:

(MMA Central)
Sr vp-gen mgr, R. E. Haydon
Vp-mktg, Duane Bowen
(MMA-East)
Sr vp-gen mgr, E. Sundstrom
Vp-mktg, Jim Trado
Agency: FC&B/Los Angeles
Sr vp-grp mgmt dir, Welton Mansfield
Assoc media dir, Phil Mussman

52. WINSTON cigarettes

R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$19,141,000	\$19,769,000
Supps	2,839,000	4,169,000
Newspapers	19,571,000	12,109,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	11,617,000	12,915,000
Total	\$53,168,000	\$48,861,000

Marketing & Media Decisions — July 1984

Classification: tobacco (LNA G-112)

Marketing/brand management:

Vp-brand mktg, Marty Oriowsky

Vp-mktg dev, Lawrence Hall

Mktg dir, G. (Jerry) M. McKenna

Sr brand manager, Rick Sanders

Dir media, Dora Pearson

Mgr media admin, R. E. Neal

Grp plng mgr, R. nie Baujess

Brand plng mgr, Neal Sandler

Agency: William Esty, N.Y.

(creative only)

Ext vp-grp mgmt supr, L. M.

Wassong

Sr vp-mgmt supr, J. E. Neal

Vp-acct supr, James White

53. RENAULT

American Motors

	media dollars	
	1982	1983
Magazines	\$ 9,394,000	\$ 7,621,000
Supps	—	—
Newspapers	3,075,000	2,643,000
Network tv	12,763,000	29,518,000
Spot tv	8,650,000	9,123,000
Network radio	—	—
Spot radio	—	9,000
Outdoor	144,000	969,000
Total	\$34,026,000	\$48,883,000

Classification: cars (LNA T-1,2)

Marketing/brand management:

(corporate adv-New York)

Préc, Pierre Gazarian

Div corp rel, Leon Forth

Pub rel mgr, Meredith Pillon

(product adv-AMC, Southfield, Mich.)

Div adv & mkt plng, David L. Kerr

Adv mgr, Marvin Kleir

Mgr media/budgets, Robert G.

Wildberter

Agency: Grey, New York

Exec vp-acct mgmt, Louis G. Malool

Exec vp-media & prog, Alec Gerster

Vp-assoc media dir, Jim Ball

54. PIZZA HUT

PepsiCo

	media dollars	
	1982	1983
Magazines	—	\$ 19,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	\$13,283,000	17,007,000
Spot tv	22,403,000	30,152,000
Network radio	—	—
Spot radio	—	592,000
Outdoor	51,000	98,000
Total	\$35,737,000	\$47,868,000

Classification: restaurants (LNA G-330)

Marketing/brand management:

Sr vp-mktg, Bud Gales

Vp-adv, David Ropes

Dir media srvc, Wayne Pictroski

Agency: FCB/Chicago*

(corporate/national)

Grp mgmt supr, Jim Cerasani

Mgmt supr, Jim Gregga

Acct supr: Ricki Karp, Arne Wolfe

Vp-media dir, Fred Wray

Vp-grp media dir, Bruce Smith

Media supr, Steve Later

(Network & spot media bought

through local agencies)

*New agency to be announced

55. CLAIROL

hair products

Bristol-Myers

	media dollars	
	1982	1983
Magazines	\$13,162,000	\$13,690,000
Supps	586,000	10,000
Newspapers	1,282,000	169,000
Network tv	31,534,000	29,598,000
Spot tv	3,348,000	7,991,000
Network radio	1,251,000	75,000
Spot radio	442,000	767,000
Outdoor	65,000	—
Total	\$51,670,000	\$47,306,000

Classification: hair product, (LNA D-140)

Marketing/brand management:

Vp-mktg, G. M. Oakes

Vp-sales, M. DeGennaro

Vp-package design, John Louise

Vp-new products, Richard Davidian

Agencies: FCB, New York

(Creative only)

(Hair care, hair coloring products)

vp-mgmt dir, Dany Khosrovani

Vp-acct dir: Jane Austin, Gary Gluck

Acct exec, Dan Frankl

(Appliances)

Sr vp-grp mgmt dir, Chip Evans

Vp-mgmt dir, Nancy Fack

Acct dir, Denis Plaza

Acct exec, Vickery Eckhoff

Doyle Dane Bernbach, N.Y.

(Hair care, hair coloring, skin care,

new products)

Exec vp, Arnie Kopelman

Sr vp-mgmt supr, Milton Harkrader

Acct supr: Marianne Moore, Marina

Hahn

Exec vp-dir media & prog, Michael

Drexler

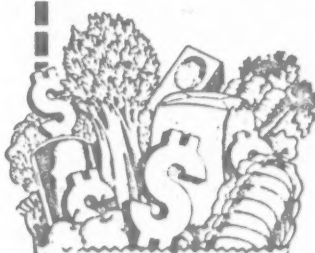
Vp-media plng dir, Conant Sawyer

Media supr: Pat Engel, Joan Gulicotta

Calet, Hirsch & Spector, New York

(Appliances, new products)

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Sr vp-mgmt supr, Colin Probert
Acct supr, Leslie Baker
Vp-assoc media dir, Paul Conway
Sr media plnr, Lori O'Rourke
Wyse, New York
(Clairese, Born Blonde, new products)
Vp-media dir, Nat Gayster
Assoc media dir, John O'Brien
Acct supr, John Zhima
Acct exec, Joanne Barbieri
Loclaro Inc.
(house agency,
Dir, Santo Critelli
Assoc dirs: Alan Yoblon, Bill Liptack
Leo Hofmann (print)
Dir media & prog srvc, Peggy Kelly
Assoc media dirs: Steve Blum, John H. P. Davis
Media supr, William Grothner

53. KOOL cigarettes

Brown & Williamson
(B.A.T. Industries)

	media dollars	
	1982	1983
Magazines	\$6,813,000	\$17,716,000
Supps	8,228,000	6,950,000
Newspapers	19,138,000	11,031,000
Network tv	—	—
Spot tv	804,000	385,000
Network radio	—	—
Spot radio	—	—
Outdoor	19,340,000	10,841,000
Total	\$74,323,000	\$46,933,000

Classifications: tobacco (LNA G-110); events (LNA G-320)

Marketing/brand management:

Grp prod dir, G. T. Reid
Vp-mktg & plng, Don Johnston
Dir media srvc, T. P. McAlevy
Asst media mgr, Fran Canary
Agency: Cunningham & Walsh,
Chicago

Sr v, -acct dir, Mike S. Mayers
Acct supr, Cynthia Dillon
Sr vp, George Wilcox
Vp-assoc media dir, Mel Stevens
Grp media supr, Mary J. Struble

Four-year trend totals start on page 56.

57. CADILLAC cars

General Motors

	media dollars	
	1982	1983
Magazines	\$ 5,150,000	\$ 6,094,000
Supps	48,000	123,000
Newspapers	16,752,000	22,780,000
Network tv	6,592,000*	7,583,000
Spot tv	5,792,000	6,949,000
Network radio	—	1,714,000
Spot radio	690,000	353,000
Outdoor	669,000	418,000
Total	\$36,091,000	\$46,014,000

Classification: cars (LNA T-110)

Marketing/brand management:

Gen mgr, L. B. Pryor
Vp-gen mgr, J. O. Gretlenberger
Mktg dir, Gordon Horsburgh
Dir mdsg, P. B. Welday
Asst dir mdsg, F. R. Cadicamo, W. J. Dean

Agency: D'Arcy MacManus Maxwell,
Bloomfield Hills, MI

Pres, James T. Doyle
Sr vp-mgmt supr, Alex Morton
Vp-grp supr, Edmund Sale
Vp-acct supr: John Krausman, Mark Moyer
Vp-dir mktg & res, Charles Stannard
Sr vp-media dir, George Rogers
Vp-assoc media dir, Ma. ty Choincki

58. COLECO

Coleco Industries

	media dollars	
	1982	1983
Magazines	\$ 1,746,000	\$ 1,774,000
Supps	—	—
Newspapers	340,000	162,000
Network tv	10,521,000	29,489,000
Spot tv	14,161,000	14,331,000
Network radio	—	—
Spot radio	9,000	6,000
Outdoor	—	—
Total	\$26,697,000	\$45,762,000

Classifications: games (LNA G-450); home electronics (LNA H-320)

Marketing/brand management:

Exec vp-mktg, Al Kahn
Adv mgr, Lauren D'Alessandro
Agency: Richard & Edwards, N.Y.
Pres-acct grp head, Richard Schwarzchild
Sr vp-mgmt supr, John Dunn
Sr vp-media dir, Shelly Hirsch
Media supr: Joan Legeno, Anita Moffatt

59. POST cereals

General Foods

	media dollars	
	1982	1983
Magazines	\$ 3,558,000	\$ 3,308,000
Supps	182,000	—
Newspapers	443,000	296,000
Network tv	42,906,000	31,427,000
Spot tv	11,535,000	10,120,000
Network radio	—	—
Spot radio	11,000	31,000
Outdoor	—	—
Total	\$58,635,000	\$45,127,000

Classification: cereals (LNA F-122)

Marketing/brand management:

Gen mgr, Tom Haskovits
Mktg mgr, David J. Gustin
Cat mgrs: Martha Crosby Jacobs
(adults/family), Carl T. Harrington
(children's)

The media group includes:

Dir, media srvc, David K. Braun
Assoc dir, media srvc, C. J. Miceli
Grp mgr, plng res, J. L. Spaeth
Mgr, local media, R. C. Gillespie
Asst mgr, local media, L. F. Meyer
Mgrs, plng buying, Brenda Jansen
(network), Gary Grunberg (print)

Media asst, Bobby Asano

Agencies: O'Ilvey & Mather, N.Y.

Sr vp-acct grp dir, Peter Barrett

Mgmt supr, Cynthia Round

Acct supr: Linda Cornelius, Steve

Calabrese

Sr vp-assoc media dir, Tony

Nacinovich

Vp-asst media dir, Dave Leveton

Grey, New York

Exec vp-acct mgmt, Hunter Yager

Exec vp-dir media & prog, Alva

Gerster

Vp-assoc media dir, John Jacob

60. WRIGLEY gum

Wm. Wrigley, Jr.

	media dollars	
	1982	1983
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	\$37,642,000	\$31,093,000
Spot tv	10,868,000	12,508,000
Network radio	—	996,000
Spot radio	37,000	—
Outdoor	—	—
Total	\$48,547,000	\$44,597,000

Classification: gum (LNA F-210)

Marketing/brand management:

Vp-mktg, Ronald O. Cox

Asst vp-adv, Henry Berchert
Mktg mgr, Ruth Carlson
Mktg dirs: Niels Hoegh-Guldberg,
Gary Bebee

Agency: NH&S, Chicago

Sr vp-media dir, Michael White
Sr vp-assoc media dir, David Drake
Vp-dir media oper, W. F. Heimann, Jr.
Assoc media dir, Lynne A. Palmore
Media suprs: David Handleman,
Douglas E. McCoy
Media plnrs: Edward Bayer, Pat Cote,
Fran Wager
Media asst, Julie Fotos
Vp-ntwk dir, Howard Sirinsky
Vp-mgmt rep, Gene Yovetich
Vp-acct supr, Elizabeth Brennan

61. ANACIN analgesic

American Home Products

	media dollars	
	1982	1983
Magazines	\$ 1,376,000	\$ 3,646,000
Supps	215,000	464,000
Newspapers	223,000	44,000
Network tv	50,051,000	34,667,000
Spot tv	3,192,000	3,719,000
Network radio	612,000	2,053,000
Spot radio	—	—
Outdoor	—	—
Total	\$55,669,000	\$44,593,000

Classification: medicines (LNA D-210)

Marketing/brand management:

Adv dir, Richard Feldheim
(Anacin)
Grp mgr, Peter Mayer
Sr prod mgr, John Casey
(Anacin-3)
Grp mgr, Ed Schmitt
Prod mgrs: Lyn Ciocca, Leslie Scoler
(Maximum Strength Anacin)
Grp mgr, Art Lawrence
Prod mgr, Janet Fallon
Agencies: William Esty, N.Y.
(Anacin)
Sr grp vp-mgmt supr, G. Biava
Acct suprs: P. Balint, Will Waldron
Sr vp-media dir, Peter Triolo
Vp-assoc media dir, Joseph Sander
Media suprs: Karen Lehrer, Zack
Simon
Young & Rubicam, N.Y.
(Maximum Strength Anacin)
Vp-mgmt supr, Robert Fane
Vp-acct supr, John Leonard
Acct exec, Jane Gittleman
Vp-media grp supr, Leo Scullin
Media supt, Brian Hanley
Kornhauser & Calene, N.Y.
(Anacin 3)
Sr vp-media dir, Gary Faver

62. NABISCO

food products

Nabisco

	media dollars	
	1982	1983
Magazines	\$ 4,405,000	\$ 3,203,000
Supps	2,123,000	1,837,000
Newspapers	4,377,000	4,225,000
Network tv	18,663,000	30,317,000
Spot tv	2,995,000	4,813,000
Network radio	275,000	—
Spot radio	561,000	167,000
Outdoor	—	—
Total	\$33,399,000	\$44,562,000

Classifications: bakery goods (LNA F-160); prepared foods (LNA F-120); confectionery (F-210)

Marketing/brand management:

Vp-mktg (Nabisco Brands), W. Lee Abbott
Dir media, Louis J. Rubinacci
(Biscuit division)
Vp-mktg, Neal Westermeyer
Dirs mktg: William R. Stuart (Sweet Goods), Robert H. Lanham
(Crackers), William S. Brown (snack crackers)
Adv mgr, Dante G. Bonardi
(Confections)
Dir mktg, Harold E. Boutillier
(Grocery products)
Vp-mktg, George Erfurt
Grp brand mgrs: Ruth L. Brodsky (hot cereals), Bob Donegan (pet snacks), Marianne MacManus
(R-T-E cereals)

Agencies: William Esty, N.Y.

Mgmt suprs: Jeff Greene, Tom Hayes
(cookies & crackers); John Scott
(special products)
Acct suprs: D. Geyer (crackers), T.
Pulton (cookies), B. Gallick (special products)
Sr vp-media dir, Peter Triolo
Sr vp-grp media dir, Peter Schwartz
Media suprs: Helen Amiden,
Geraldine Fous, Steve Lederman

McCann-Erickson, N.Y.

Sr vp-mgmt rep, Marsha Badianes
Acct supr, Patricia Higgins
Sr vp-media dir, Ira Carlin
Sr vp-media plng dir, Vince Rafti
Assoc plng dirs: George Hayes,
Susan Schwarz
Media grp head, Harlan Schwarz

Benton & Bowles, N.Y.

Sr vp-acct dir, Ted Burnett
Sr vp-mgr media plng/oper, Rich
Hamilton
Vp-assoc media dir, Brian Hughes

63. SALEM cigarettes

R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$17,275,000	\$21,094,000
Supps	2,764,000	2,084,000
Newspapers	30,652,000	9,731,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	10,887,000	11,387,000
Total	\$61,551,000	\$44,296,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand mktg, Marty Orlovsky
Mktg dir, J. R. Shostak
Sr brand mgr, Ken Neher
Dir mktg srvc, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Tom McCabe
Brand plng mgr, Betty Carpenter
Agency: William Esty, N.Y.
(creative)
Exec vp-grp mgmt supr, L. M.
Wassong
Sr vp-mgmt supr, J. E. Neal
Vp-acct supr, Philip Shaner

64. PILLSBURY foods

Pillsbury

	media dollars	
	1982	1983
Magazines	\$ 2,893,000	\$ 1,431,000
Supps	72,000	—
Newspapers	267,000	411,000
Network tv	31,364,000	32,497,000
Spot tv	6,954,000	9,284,000
Network radio	—	—
Spot radio	—	82,000
Outdoor	—	—
Total	\$41,550,000	\$43,705,000

Classifications: bakery goods (LNA F-160); cooking products (LNA F-110); prepared foods (F-120)

Marketing/brand management:

Vp-gen mgrs: Thomas McBurney
(refrigerated & frozen products),
Kent Larson (dry grocery products),
Thomas Reddy (business dev)
Vp-business unit mgrs: Richard Nickel
(frozen pizza), L. Thomas Gartner
(frozen entrees), Robert Lindsay
(refrigerated foods), Daniel Locke
(specialty products), James T.
Peterson (basic foods), Kenneth
Reis (canned vegetables), Gary
Klingl (frozen vegetables)
Dir adv srvc, Ron Kos

Agencies: Leo Burnett, Chicago
 Sr vp-client srvc dir, William Boris
 Acct dir, James Hilmer
 Sr vp-media srvc div, Willard Hadlock
 Media dir, Chuck Quarnstrom
Paragon, Minneapolis
 Sr vp-acct supr, Gary Vars
 Vp-acct supr, Dave Nickel
 Vp-media dir, Steve Anderson
Ketchum, San Francisco
 Sr vp-mgmt supr, Ann Fisher
 Sr vp-media dir, Seth Dingley
 Sr vp-assoc media dir, Cheryl Kroyer
BBDO, New York
 Sr vp-mgmt supr, Bob Spofford
 Exec vp-dir of media srvc, Arnie Sernsky
 Sr vp-dir media plng srvc, Mike Drake
 Vp-dir media buying, Bruno Crea
 Media supr, John Osborn

**For alphabetical
 index, turn to
 page 52.**

65. REVLON cosmetics Revlon

	media dollars	
	1982	1983
Magazines	\$ 9,511,000	\$11,827,000
Supps	276,000	1,085,000
Newspapers	471,000	220,000
Network tv	14,957,000	23,625,000
Spot tv	5,352,000	5,643,000
Network radio	368,000	144,000
Spot radio	13,000	658,000
Outdoor	—	—
Total	\$30,948,000	\$43,202,000

Classifications: cosmetics (LNA D-110); hair products (LNA D-140)

Marketing/brand management:

Exec vp-adv, Sanford Buchsbaum
 Vp-adv srvc, George Feld
 Adv dir, Ken Angel
 Media dir, Anthony Cozzolino
Agencies: Grey, New York
 (Classic Revlon eye make-up, Natural Wonder, European Collagen Complex, Flex, H.D.R., ail international)
 Exec vp-acct mgmt, Robert Zimmern
 Exec vp-dir media & prog, Alec Gerster
 Vp-assoc media dir, Jim Bell

50th Floor Workshop, N.Y.
 (house agency)
 (Classic Revlon lipstick and nail enamel, skin balancing makeup, Pure Radiance, Ultima II, Princess Marcella Boughese, Fine Fragrances)

66. VANTAGE cigarettes R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$20,591,000	\$23,980,000
Supps	714,000	2,550,000
Newspapers	9,978,000	10,953,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	10,804,000	4,936,000
Total	\$42,087,000	\$42,419,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand mktg, Marty Orlowsky
 Mktg dir, Jerry McKenna
 Sr brand mgr, John Goss
 Dir mktg srvc, Greg Novak
 Dir media, Dan Pearson
 Mgr media admin, R. E. Neal
 Grp plng mgr, Tom McCabe
 Brand plng mgr, Carol Gramer
Agency: Leber Katz Partners, N.Y.
 (Creative)
 Exec vp-dir client srvc, Jerome L. Davidow
 Sr vp-mgmt supr, Robert Hirsch
 Acct grp supr, Richard Maddock
 Acct supr, Pat O'Brien
 Acct exec, Erik Stokkebye
 Acct coor, Nancy Hom

67. COLUMBIA motion pictures Coca-Cola

	media dollars	
	1982	1983
Magazines	\$ 428,000	\$ 261,000
Supps	112,000	—
Newspapers	156,000	24,000
Network tv	25,638,000	37,964,000
Spot tv	5,923,000	2,206,000
Network radio	28,000	—
Spot radio	1,608,000	1,485,000
Outdoor	148,000	150,000
Total	\$34,041,000	\$42,090,000

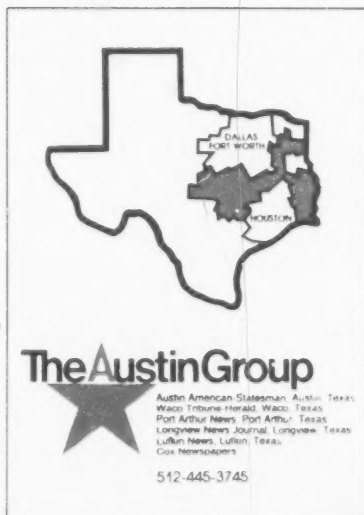
Classification: movies (LNA G-310)

Marketing/brand management

Pres-mktg/res, Ashley Boone

there's more to texas
 than dallas/fort worth and houston,
 MUCH MORE...

2.3
 million
 Texans
 \$2.7
 billion
 food sales
 780,000
 homes



\$20
 billion
 buying
 income

\$11.6
 billion retail
 sales

Directory of Top 200 Millionaire Brands

Agencies: Oglivy & Mather, L.A.
(motion pictures)
Vp-mgmt supr, Mary Ellen Stoetzel
Sr vp-media dir, Ron Reilly
Vp-assoc media dir, Tom Coughlin
Dir local bdcst, Ro Campbell
Sturberg & Hewitt, Los Angeles
(Tv programs)
Vp-client srvc, David Stone
Media div, John Cull

68. MORE cigarettes R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$13,131,000	\$16,885,000
Supps	5,510,000	4,849,000
Newspapers	12,800,000	13,536,000
Network tv	—	—
Spot tv	—	—
Spot radio	—	—
Outdoor	9,381,000	6,124,000
Total	\$40,822,000	\$41,394,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Mktg dir, Jerry McKenna
Brand mgr, Steve Strawsburg
Dir mktg srvc, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Tom McCabe
Brand plng mgr, Carol Gramer
Agency: Leber Katz Partners, N.Y.
(Creative)
Exec vp-mgmt supr, Jerome Davidow
Sr vp-mgmt supr, Robert Hirsch
Acct supr, Janice Lee



Overachiever.

When the Census Bureau planted Orlando in its new top 50 list, it came as no surprise. Marketers have long stalked Orlando for its exceptional growth and sales activity. Likewise, The Orlando Sentinel for its ability to produce results.

But then Florida's fastest-growing major newspaper has always exceeded expectations. Call us on it, You'll see.

The Orlando Sentinel
Best Newspaper In Florida

Reach our local advertising offices by calling (305) 420-5101. Represented nationally by CWO&O Member SUNDAY MAILING. Source: U.S. Census Bureau estimates for consolidated and metro areas.

69. MERIT Philip Morris

	media dollars	
	1982	1983
Magazines	\$28,264,000	\$22,618,000
Supps	4,114,000	6,377,000
Newspapers	23,681,000	9,286,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	9,978,000	3,076,000
Total	\$66,037,000	\$41,357,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Grp dir, Ellen Merlo
Brand mgr, Howard Goldfrach
Vp-media, James L. Thompson, Jr.
Agency: Leo Burnett, Chicago
Sr vp-acct dir, Jim Oates
Vp-acct dir, Peter Volz
Acct supr, Bud McCullen
Sr vp-media srvc, Willard Hadlock
Vp-media dir, Bob Houghtlin

70. BENSON & HEDGES Philip Morris

	media dollars	
	1982	1983
Magazines	\$29,261,000	\$23,208,000
Supps	5,076,000	4,207,000
Newspapers	24,219,000	8,127,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	8,260,000	5,590,000
Total	\$66,816,000	\$41,132,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Grp dir, Bob Roper

Directory of Top 200 Millionaire Brands

Brand mgr, Lawrence E. Wilson
Vp-media, James L. Thompson, Jr.
Agency: Wells, Rich, Greene, N.Y.
Sr vp-acct grp head, Jayne Eastman
Vp-mgmt supr, Vince Minicucci
Sr vp-corp media dir, Bob Geis
Vp-plng srvc dir, Steve Ziglar
Vp-plng grp head, William Ferguson

71. CAMEL cigarettes

R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$10,518,000	\$12,984,000
Supps	—	—
Newspapers	11,290,000	13,801,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	16,026,000	12,847,000
Total	\$37,834,000	\$39,632,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand mktg, Marty Orlowski
Grp dir, J. T. Winebrenner
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Bernie Bauguess
Brand plng mgr, Lis Marcotullio
Agency: McCann-Erickson, N.Y.
(Creative)
Exec vp, Charles Hamm
Sr vp-mgmt dirs: David Clapp
(U.S.A.), Stewart P. Brown (Intl.)

72. SONY electronics

Sony Corp.

	media dollars	
	1982	1983
Magazines	\$ 8,414,000	\$ 9,497,000
Supps	167,000	103,000
Newspapers	5,035,000	11,615,000
Network tv	7,137,000	8,088,000
Spot tv	1,565,000	9,776,000
Network radio	375,000	—
Spot radio	595,000	291,000
Outdoor	31,000	13,000
Total	\$23,319,000	\$39,383,000

Classification: (home electronics)
(LNA H-310, 320)

Marketing/brand management:

Dir adv, Jeffrey Brooks
Adv mgrs: Bonnie Resnick (software),
Scott Westover (audio), Kevin

Hinson (Betamax), Randy Alpert (tv sets), Steve Schimmel (local), Jim Geitz (car stereo), Barbara Ela (microcomputers)

Agencies: McCann-Erickson, N.Y.
(Trinitron)

Sr vp-acct dir, Steve Hurwitz
Sr vp-media dir, Ira Carlin
Sr vp-media plng dir, Vince Rafti
Marschalk, New York
(Betamax)

Sr vp-mgmt srvc dir, Roger Stone
Assoc media dir, Art Tatnell

Waring & La Rosa, N.Y.

(audio/video tape)
Exec vp, John McCrosky
Vp-acct supr, John Cassano
Sr vp-media dir, Martin Narva
Vp-assoc media dir, Milt Herlich

Ammirati & Puris, N.Y.

(audio products)
Vp-acct mgmt, Walker Berwick
Sr vp-dir media srvc, Arthur Molesphini, Jr.

73. TWA

Trans World Corp.

	media dollars	
	1982	1983
Magazines	\$ 2,825,000	\$ 4,086,000
Supps	218,000	267,000
Newspapers	19,774,000	21,852,000
Network tv	—	99,000
Spot tv	10,086,000	8,336,000
Network radio	185,000	723,000
Spot radio	6,205,000	3,823,000
Outdoor	34,000	153,000
Total	\$39,327,000	\$39,339,000

Classification: passenger travel (LNA T-410)

Marketing/brand management:

Vp-pass. mktg, P. T. McHugh
Staff vps-mktg: Jack Burkhart (pass.),
Scott Johnson (cargo)

Agency: Ogilvy & Mather, N.Y.

Sr vp-mgmt supr, Tim Elliot
Vp-mgmt supr, Philippe Defecheux
Vp-acct supr, Mark Goldman
Acct supr: Chuck Hodgkinson, Martin Straw

Sr vp-dir media oper, Kenneth Caffrey
Vp-assoc media dir, Jack Deitchman
Asst media dir, Mark Rice

**Trend comments
start on page 54.**

74. GOODYEAR tires

Goodyear

	media dollars	
	1982	1983
Magazines	\$ 1,830,000	\$ 4,577,000
Supps	—	—
Newspapers	21,000	—
Network tv	15,291,000	22,633,000
Spot tv	10,267,000	10,857,000
Network radio	609,000	655,000
Spot radio	402,000	262,000
Outdoor	210,000	219,000
Total	\$28,630,000	\$39,203,000

Classifications: tires (LNA T-140);
automotive products (LNA T-150)

Marketing/brand management:

Vp-advtg, George S. Lenox
Drs adv: James K. Devoe, Dean Peebles (intl.)

Mgr adv, media srvc, G. S. Drop

Mgr corp adv, L. B. Elms

Mgr retail advtg, Dave Oby

Mrgs adv: Ron Graham (general products); Jim Manning (auto products, chemicals, roofing, shoe products); Jim Neawedde (auto/racing tires); Norb Drol (truck/farm tires)

Agencies: J. Walter Thompson, N.Y.

(tires, aerospace, general products)

Worldwide mgmt dir, Robert

Beauregard

Sr vp-acct dir, Peter Hanley

Acct supr: Doug Foster (tires), Ed

Powell (aerospace/gen. products)

Acct exec, Kate Lynch

Sr vp-media dir, Richard Kostyra

Sr vp-dir media plng, John Gray

Sr vp-dir bdcst, John Sisk

Vp-assoc media dirs: Al Romano, Ron Von Urff

Media supr, Tom Arnold

Media plnr, Brian Skelly

McCann-Erickson, N.Y.

(all international)

Sr vp-worldwide acct dir, Peter

Kennaby

Wyse, Cleveland

(retail stores)

Vp-mgmt supr, Bob Haverback

Sr vp-media plng, James Pockmire

Mingo-Jones, New York

(ethnic-creative)

Sr vp-dir client srvc, Samuel

Chisholm

Acct supr, William McGugins

Brouillard Communications (JWT)

New York

(corporate)

Vp-acct supr, Cal Crouch

Sr vp-media dir, Frank Massaro

Assoc media dir, Bernadette Strauss

Bdcst srvc dir, Helen Colton

Media plnr, Carl Jackson

75. WARNER Warner Communications

	media dollars	
	1982	1983
Magazines	\$ 566,000	\$ 552,000
Supps	—	1,000
Newspapers	598,000	40,000
Network tv	19,394,000	26,457,000
Spot tv	7,989,000	11,909,000
Network radio	—	113,000
Spot radio	816,000	5,000
Outdoor	28,000	53,000
Total	\$29,391,000	\$39,130,000

Classifications: movies (LNA G-310), media (LNA B-400), tapes (LNA H-330)

Marketing/brand management:

Vp-crtv adv, Joel Wayne
Vp-dir of media, Mardi Marans
Exec vp-worldwide adv, Sanford E. Reisenbach
Vp-mkt res, Richard Del Belso

Agency: Grey, New York

(Motion pictures)
Vps: Donald Foley, Robert Hussey
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, John Jacobs

76. MERCEDES-BENZ autos Mercedes-Benz of N.A.

	media dollars	
	1982	1983
Magazines	\$ 5,456,000	\$14,231,000
Supps	—	547,000
Newspapers	3,784,000	6,586,000
Network tv	8,544,000	12,677,000
Spot tv	1,464,000	2,679,000
Network radio	—	—
Spot radio	447,000	2,136,000
Outdoor	23,000	55,000
Total	\$19,718,000	\$38,911,000

Classifications: passenger cars (LNA T-110)

Marketing/brand management:

Gen mgr-mktg comm dept, Robert C. Owens, Jr.
Adv mgr, J. Kevin Davidson
Agency: McCaffrey & McCall, N.Y.
Sr vp-acct mgmt supr, Bill Vieser
Sr vp-media dir, Harris Lefkon
Sr vp-media mgr, Tom Wilson
Vp-assoc media mgr, Hans Zucker

**Trend comments
start on page 54.**

77. COVER GIRL cosmetics Noxell Corp.

	media dollars	
	1982	1983
Magazines	\$ 9,690,000	\$ 8,371,000
Supps	—	—
Newspapers	—	—
Network tv	21,975,000	29,685,000
Spot tv	95,000	512,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$31,760,000	\$38,568,000

Classification: cosmetics (LNA D-110)

Marketing/brand management:

Sr vp-mktg, Francis J. Harrison
Vp-cosmetics mktg, Peter M. Troup
Grp prod mgr, Marie G. Bowers
Sr prod mgrs: A. Randy Floss, Donald S. Pettit

New prods mgr, Steven J. Coinitis
Prod mgrs, Robert K. McWilliams, Steve Cook, Susan J. Melton, Barry Shields

Agency: SSC&B, New York

Exec vp, F. Stone Roberts
Exec vp-dir mktg srvc, Lawrence Lamattina
Vp-assoc media dir, Alan Jurmain
Asst media dir, Sharri Hoffman

**How to extend your reach in Houston.
Without extending your budget.**



When you use The Houston Chronicle as your primary medium in conjunction with a TV buy, you're getting the most for your advertising dollar. Because you're increasing your reach. Without increasing your costs.

78. JELL-O desserts General Foods

	media dollars	
	1982	1983
Magazines	\$ 8,811,000	\$ 8,227,000
Supps	28,000	8,000
Newspapers	73,000	33,000
Network tv	21,330,000	26,876,000
Spot tv	2,648,000	3,234,000
Network radio	—	—
Spot radio	—	31,000
Outdoor	—	—
Total	\$32,890,000	\$38,409,000

Classification: desserts (LNA F-115)

Marketing/brand management:

Vp-gen mgr, Ken Fulton

Asst gen mgr, Ray Viault

Mktg mgr, Established Businesses,
Doug Smith

Mktg dev mgr, Frozen Novelties, Rick
De Santis

The media group includes:

Dir, media svcs, David K. Braun

Assoc dir, media svcs, D. J. Miceli

Grp mgr, plng/res, J. L. Spaeth

Mgr, local media, R. C. Gillespie

Asst mgr, local media, L. F. Meyer

Mgrs, plng/buying: Brenda Jansen

(network), Gary Gruneberg (print)

Media asst, Bobby Asano

Agency: Young & Rubicam, N.Y.

Exec vp-grp dir, Lawrence Shapiro

Vp-mgmt supr, Duncan Pollack

Acct suprs: Chris Becker, Jerome
Johnston

Acct execs: Susan Vary, Cathy

McCarthy, Sarah Adams, Peter
Haines

Vp-media grp supr, Beth Rockwood

Media suprs: Robert Kulka, Donna

Campenella

79. 20TH CENTURY-FOX films

20th Century-Fox Film Corp.

	media dollars	
	1982	1983
Magazines	\$ 431,000	\$ 685,000
Supps	319,000	411,000
Newspapers	621,000	615,000
Network tv	22,771,000	24,266,000
Spot tv	8,821,000	10,978,000
Network radio	78,000	123,000
Spot radio	765,000	1,035,000
Outdoor	182,000	217,000
Total	\$33,988,000	\$38,330,000

Classification: movies (LNA G-310)

Marketing/brand management:

Vp-adv, Rick Ingber

Agency: JWT, Entertainment Div.,
Los Angeles/New York

(Los Angeles)

Vp-acct supr, Ken Markman

Acct rep, Cheryl Barnes

Media supr, Janine Bleak

(New York)

Vp-acct supr, Michael Arkin

Media supr, Mary Hunt

80. CREST toothpaste Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 2,773,000	\$ 4,585,000
Supps	26,000	—
Newspapers	47,000	920,000
Network tv	32,351,000	26,748,000
Spot tv	4,073,000	5,653,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	91,000
Total	\$39,270,000	\$37,997,000

Classification: dental supplies (LNA
D-121)

Marketing/brand management:

Div mgr, C. A. Lippie

Adv mgr, M. S. Levy

Houston Chronicle

Houston's Family Newspaper

As an example, your one-week, \$25,000 local affiliate spot TV buy reaches 64% of men 25-54 in \$35,000+ households. Now take that same \$25,000, put half into The Chronicle, half into television.

You've just increased your reach to these affluent men to 77%. You've also increased your frequency by 15%. You've gained 65 GRPs—an increase of almost 40%. And you haven't spent one penny more.

If you'd like a detailed media comparison, call Ralph Harrington, Research Manager, collect at 713/220-7401. And find out how The Chronicle can deliver for you in Houston.

Houston Chronicle
The primary advertising investment.



Sources: Belden Multi-Media Study, 1983. Based on 26 30-second spots on local network affiliates. BAR estimates, versus three SAU 12 1,000-line Chronicle ads at 25,000-line national contract rate plus 15 30-second spots. Represented by Sawyer Ferguson Walker.

Directory of Top 200 Millionaire Brands

The media group includes:

Dir media, Russ Condit
 Assoc media mgrs: J. R. Maxwell,
 Gordon Milne, Gordon Young, E. R.
 Plowden
 Media suprs: James P. Connell, R. H.
 Jones, John Taylor, Lynne C. Veil,
 Mary Price
 Ntwk coor, D. J. Noble
 Media asst, Susan Porter
Agencies: Benton & Bowles, N.Y.
 Sr vp-acct dir, Tom Carey
 Sr vp-mgmt supr, Ira Schwartz
 Acct supr, Ave Dan
 Sr vp-mgr media plng/oper, Rich
 Hamilton
 Vp-assoc media dir, Steve Farella
 Asst media dir, Mark McLaughlin
Burrell, Chicago
 (Black markets)
 Mgmt supr, Sarah Burroughs
 Acct supr, Fay Ferguson
 Media dir, Nick Howse
 Media supr, Zeline Kelly

81. GILLETTE toiletries

	media dollars	
	1982	1983
Magazines	\$ 411,000	\$ 2,496,000
Supps	1,603,000	555,000
Newspapers	3,236,000	1,145,000
Network tv	20,150,000	29,332,000
Spot tv	1,739,000	1,351,000
Network radio	—	1,892,000
Spot radio	—	822,000
Outdoor	—	—
Total	\$27,139,000	\$37,593,000

Classifications: men's/ladies' shaving
 (LNA D-126/127); deodorants (LNA
 D-124); hair dryers (LNA D-144)

Marketing/brand management:

Vps-mktg: Derek Coward (safety
 razor), Robert Forman (personal
 care)

Vp-adv svcs, Thomas Ryan
 Dir media svcs, Allen Gibbs
 Dir ntwk buying, Howard Fisher
 Dir spot, print, new technologies,
 Thomas Lux

BBDO, New York

Vp-mgmt suprs: William Kelly, Michael
 Paxton
 Exec vp-dir media svcs, Arnie
 Semsky
 Sr vp-dir of media plng svcs, Mike
 Drake
 Sr vp-dir bdcst svcs and admin (all
 network tv) Alfred R. Sanno

Vp-assoc dir, ntwk buying, Ginny
 Shields
 (Safety razor div.)
 Vp-assoc media dir, Mike Hedge
 Media supr, Harry Tropp
 (Personal care div.)
 Vp-assoc media dir, Mark Buttitta
 Media supr, Nora Gallick
Young & Rubicam, N.Y.
 (Right Guard)
 Sr vp-grp dir, Ed Lebar
 Vp-acct supr, Joe Tilli
 Acct suprs: Maureen Howard, Sean
 Healey
 Acct execs: Amy Handlin, Ron
 Neumonoz
 Vp-media grp supr, Diane Meskill
 Media suprs, Mary Wyman, Susan
 Mark
McCann-Erickson, New York
 (all spot-tv buying)
Marschalk, N.Y.
 (Foamy, Daisy, Widget)
 Exec vp-ingmt svcs dir, John Dorner
 (Daisy/Widget)
 Sr vp-mgmt svcs dir, Eric Einhorn
 (Foamy)
 Acct suprs: Michael Krugman (Daisy/
 Widget), Terri Levine
 Sr vp-media dir, Stephen, M. Segal
 Vp-assoc media dir, Janet Polesel
 Media grp head, P. J. Berezney

82. COLGATE products

Colgate-Palmolive

	media dollars	
	1982	1983
Magazines	\$ 4,072,000	\$ 5,346,000
Supps	504,000	657,000
Newspapers	151,000	650,000
Network tv	22,778,000	21,697,000
Spot tv	3,103,000	5,292,000
Network radio	—	—
Spot radio	1,751,000	3,745,000
Outdoor	—	—
Total	\$32,359,000	\$37,387,000

Classification: personal hygiene
 (LNA D-120)

Marketing/brand management:

Vp-gen mgr, A. C. Shepard
 Dir of mktg, R. E. Blanchard
 Oral prods mgr, K. A. Thornhill
 Grp prod mgr, J. Uzzolina
 Media plnrs: George Hull, Steven I.
 Freilich

Agency: Ted Bates, N.Y.

Exec vp-client svcs, Roger Pisani
 Sr vp-mgmt rep, Geoff Clarkson

Sr vp-exec media dir, Walter Reichel
 Vp-media dir, John Potenzano
 Assoc media dir, Susan Johnson
 Plnr, Grace Schiraldi

83. STROH'S beer

Stroh Brewery

	media dollars	
	1982	1983
Magazines	\$ 260,000	\$ 255,000
Supps	—	—
Newspapers	113,000	242,000
Network tv	3,578,000	24,962,000
Spot tv	7,649,000	7,014,000
Network radio	—	—
Spot radio	1,842,000	3,472,000
Outdoor	610,000	951,000
Total	\$14,052,000	\$36,896,000

Classification: beer (LNA F-310)

Marketing/brand management:

Vp-brand mgmt, Hunter Hastings
 Brand dir, Michael C. Jaeger
Agency: Marschalk, New York
 Mgmt svcs dir, Frank Mangan
 Assoc media dir, Chris Brodie

84. DU PONT products

E.I. du Pont

	media dollars	
	1982	1983
Magazines	\$20,270,000	\$25,129,000
Supps	3,848,000	2,852,000
Newspapers	139,000	819,000
Network tv	3,725,000	4,704,000
Spot tv	2,616,000	2,214,000
Network radio	852,000	771,000
Spot radio	1,349,000	16,000
Outdoor	17,000	2,000
Total	\$32,816,000	\$36,507,000

Classifications: manufactured
 materials (LNA B-510); paints (LNA
 H-541); apparel fabrics (LNA
 A-170); auto accessories (LNA T-
 150); fibers (LNA H-133, 143); pest
 control (LNA T-640)

Marketing/brand management:

Dir mktg comm, Charles E. Crowley
 Mktg comm mgrs: Richard H. Stewart
 (paint), Clifford H. Weber (auto
 products and Corian), Robert T.
 Eldridge (Teflon), J. B. Brett, Jr.
 (carpet fibers and fiberfill)
 Ad mgr, Frank Oswald, (apparel fibers
 and home furnishings)

Agencies: N W Ayer, N.Y.

(Teflon, Silverstone, Corian)
 Sr vp-exec acct dir, George H.
 Eversman

Directory of Top 200 Millionaire Brands

Sr vp-mgmt suprs: Mark Bollman,
Ross Tompkins
Vp-acct supr, Dick Kennedy
Vp-assoc media dir: Michael Gross
Media supr, Steve Brown
BBDO, New York
(Textile fibers/corporate)
Sr vp-mgmt suprs: Joseph Crowley,
Bernard Gross (corporate)
Exec vp-dir of media svcs, Arnie
Semsky
Sr vp-dir media plng svcs, Mike
Drake
Sr vp-assoc media dir, John Belsiore
(corporate)
Vp-assoc media dir, Mike Bienstock
Sr vp-dir ntwk tv & prog, William
Croasdale
Nwk prog supr, John Mattimore
Media supr, Ursula Giannone
Media plnrs: Bernadette Lorda,
Frances Croke (corporate)
Rumrill-Hoyt, Rochester, NY
Mgmt supr, Richard D. Thomson
Grp mgr, Keith Kuehn
Acct supr, Graeme Blasdel
Acct execs: Dave McLaughlin, Paula
Johnson
Media plnr, Bill Mackey

85. MCI MCI Communications

	media dollars	
	1982	1983
Magazines	\$ 1,131,000	\$ 1,833,000
Supps	—	—
Newspapers	247,000	1,374,000
Network tv	—	1,711,000
Spot tv	21,096,000	29,230,000
Network radio	—	—
Spot radio	—	1,743,000
Outdoor	—	80,000
Total	\$22,474,000	\$35,971,000

Classification: communications (LNA
B-140)

Marketing/brand management:
Dir mktg, Roger Holstein
Sr vp-sales, Carl Vorder Bruegge
Mktg/adv dir, Anne Weeks
Adv mgr, David Patten

Agency: Ally & Gargano, N.Y.
Sr vp-mgmt supr, Jim Feeney
Vp-mgmt supr, Barry Ofstedal
Sr vp-media dir, Larry Dexheimer
Assoc media dir, Gene Willhoft

86. CAMPBELL's foods Campbell Soup

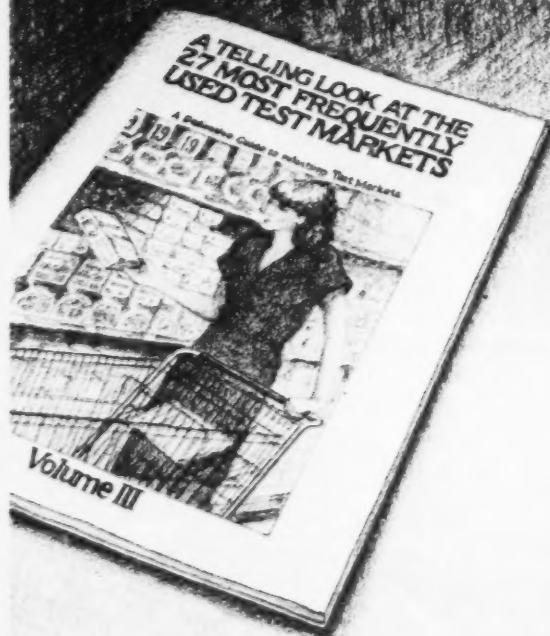
	media dollars	
	1982	1983
Magazines	\$ 5,094,000	\$ 5,212,000
Supps	770,000	468,000
Newspapers	731,000	737,000
Network tv	16,958,000	21,508,000
Spot tv	3,215,000	2,462,000
Network radio	4,416,000	4,444,000
Spot radio	1,578,000	1,126,000
Outdoor	19,000	8,000
Total	\$32,781,000	\$35,965,000

Classification: prepared foods (LNA
F-120)

Marketing/brand management:
Mngng dir, Paul N. Mulcahy
**Agencies: Backer & Spielvogel,
N.Y.**

Exec vp-dir media svcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Assoc media dir, Ann Meschery
Media supr, Valerie Muller
Sr vp-mgmt rep, Joe Prior
NH&S, New York
Sr vp-acct grp dir, Phil Wallace
Vp-acct supr, Leo Mamorsky
Sr vp-media dir, Page Thompson

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Vp-media mgr, David Brown
Media supr, Donna Black
BBDO, New York
Exec vp-dir media & prog, Arnie Semskey
Vp-assoc media dir, Rick Jones
Plng supr, Michelle Shotts
Sr vp-mgmt rep, Richard Bonnette
CSC Advertising, Camden
(house agency)
Mgng dir, Paul N. Mulcahy
Vp-dir media srvc, George D. Mahrlich
Mgr media srvc, Marianne G. Ham

Classification: tobacco (LNA G-110)
Marketing/brand management:
Dir mktg & plng, Don Johnston
Dir media srvc, T. P. McAlevey
Asst media mgr, Fran Canary
Agencies: Ogilvy & Mather, N.Y.
(creative only)
Sr vp-mgmt supr, Mike Newbrand
Cunningham & Walsh, Chicago
(media)
Sr vp-media, George Wilcox
Vp assoc media dir, Karen Hendrickson
Media grp supr, Sheree Johnson

Classifications: cereals (LNA F-120), cookies (LNA F-113)
Marketing/brand management:
Pres (foods) H. E. Rhodes
Vps-prod mgmt: Bucky Criss, Phil Marineau
Media dir, Bill Brown
Agencies: BBDO, New York
(cereals)
Vp mgmt supr, Rick Swanson
Exec vp-dir media srvc, Arnie Semskey
Sr vp-dir media plng srvc, Mike Drake
Vp-assoc dir ntwk prog, Robert Reisinberg
Assoc media dir, Lee Margulis
Media supr, Don Kennedy
Media plnr, Andrew Picone
Berry-Brown Adv., Dallas
(corn products/new areas)
Acct supr, Robert E. Berry
Acct mgr, Tricia Magel
Media dir, Sharon Speer
Asst media dir, Marci Huber
Adcom, Inc., Chicago
(house agency for cereals, frozen pizza, breads)
Vp-dir of media, Joan G. Stark

87. BARCLAY

Brown & Williamson
(B.A.T. Industries)

88. QUAKER foods

Quaker Oats Co.

	media dollars	
	1982	1983
Magazines	\$29,025,000	\$13,853,000
Supps	8,600,000	5,767,000
Newspapers	13,851,000	11,720,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	14,501,000	3,544,000
Total	\$65,977,000	\$34,884,000

	media dollars	
	1982	1983
Magazines	\$ 668,000	\$ 2,911,000
Supps	61,000	266,000
Newspapers	442,000	348,000
Network tv	11,731,000	21,952,000
Spot tv	10,771,000	9,301,000
Network radio	—	—
Spot radio	17,000	53,000
Outdoor	—	—
Total	\$23,690,000	\$34,831,000

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89. NESTLE'S products

Nestle Enterprises

	media dollars	
	1982	1983
Magazines	\$ 1,632,000	\$ 3,313,000
Supps	485,000	76,000
Newspapers	489,000	221,000
Network tv	14,340,000	17,749,000
Spot tv	9,435,000	11,922,000
Network radio	2,225,000	748,000
Spot radio	146,000	1,000
Outdoor	—	—
Total	\$28,752,000	\$34,030,000

Classifications: confectionery (LNA F-210); food beverages (LNA F-170); cooking prods. (LNA F-110)

Marketing/brand management:

Sr vp-mktg, Blair Gensamer
Mktg vps-Frank Arthofer (grocery products), Allen Berger (confections), Jeff Caso (coffee)
Vp-mktg srvc, Bonnie Piven
Media dir, Steve Kubinski
Media mgr, Robert Bishopp
Asst media mgr, Stephanie Vuto
Agencies: Leo Burnett, Chicago
(Toll House, Flavored Morsels)
Sr vp-client srvc dir, Bill Smith
Sr vp-media srvc div, Willard Hadlock
Media dir, Dick Hobbs
McCann-Erickson, N.Y.
(Nescafe & Quik)
Sr vp-mgmt rep, John Boyd
Vp-acct dir, Peter Hall

Directory of Top 200 Millionaire Brands

Media dir, Ira Carlin
 Assoc plng dir, Susan Schwarz
 Media grp head, Julie Pinkwater
Jordan, Case & McGrath, N.Y.
 (Hot cocoa mix, Crunch)
 Vp-assoc media dirs: Jan Tosca,
 Sylvia Rodriguez
 Supr/plnr, Tina Chan
 Supr, Jay Jordan
J. Walter Thompson, N.Y.
 (Tea, confections, coffee)
 Sr vp-grp prod mgmt dir, Peter
 Schweitzer
 (confections)
 Vp-acct dir, Phil Forman
 Acct supr, Randall Tallerico
 Acct exec, Sabina Tobler
 Asst acct exec, Ander Wensberg
 (Tea/coffee)
 Vp-acct dir, E. Don Challis
 Acct suprs: Fran Alexander (tea),
 Jennifer Close (coffee)
 Acct execs: Susan Janneta (tea), Ann
 Morrow (coffee)
 Vp-media dir, Albert Romano
 Media supr, Vicky Roschen

90. ABC American Broadcasting

	media dollars	
	1982	1983
Magazines	\$13,823,000	\$22,453,000
Supps	13,000	314,000
Newspapers	10,241,000	10,228,000
Network tv	—	—
Spot tv	—	1,000
Network radio	415,000	409,000
Spot radio	485,000	574,000
Outdoor	12,000	8,000
Total	\$24,989,000	\$33,987,000

Classifications: tv stations (LNA
 B-440); radio stations (LNA B-430)

Marketing/brand management:

(TV network)
 Vp-natl adv dir, Paul W. Barrett
 Dir adv/prom, Russell Roney
 (ABC-owned tv stations)
 Pres, Richard A. O'Leary
 (radio network)
 Vp-sr exec, Bob Benson
 (ABC-owned radio stations)
 Pres, Charles DeBare
 Vp-prod dev/plng, Phil Boyer

Agencies: McCaffrey & McCall, N.Y.

(TV network, Sports)
 Sr vp-acct exec, Norman Freedman
 Acct execs: Barry Weintraub, Pat
 Corrigan
 Sr vp-media dir, Harris Lefkon
 Vp assoc media dir, Hans Zucker
 Media supr, Grace Mathias
Grey, New York
 (Movies, ABC Theatre)
 Exec vp-dir media & prog, Alec
 Gerster
 Vp, Donald Foley
N W Ayer, N.Y.
 (ABC News, corporate adv)
 Exec vp-exec acct dir, Thomas F.
 Maxey
 Vp-acct supr, Irwin Fischer
 Vp-grp media dir, Beth Gordon
 Vp-assoc media dir, Richard Alcott
Nadler & Larimer, N.Y.
 (Radio network)
 Sr vp mgmt supr, Jerry Karp
 Acct exec, Peter Tarnapol
 Media supr, Emily Eckstein

91. TRUE VALUE hardware stores Cottler & Co.

	media dollars	
	1982	1983
Magazines	\$ 3,585,000	\$ 5,324,000
Supps	—	—
Newspapers	—	—
Network tv	3,291,000	4,202,000
Spot tv	14,102,000	13,946,000
Network radio	7,461,000	9,648,000
Spot radio	—	724,000
Outdoor	3,000	9,000
Total	\$28,442,000	\$33,853,000

Classification: Miscellaneous (retail)
 LNA G-608)

Marketing/brand management:

Sec/treas-mdsg mgr, Ed Lancot
**Agency: Christenson, Barclay &
 Shaw, Chicago**
 Pres-acct exec, Jerry Christenson
 Media dir, Teresa Miller

92. POLAROID products Polaroid Corp.

	media dollars	
	1982	1983
Magazines	\$ 4,558,000	\$ 4,638,000
Supps	118,000	24,000
Newspapers	1,388,000	1,923,000
Network tv	31,037,000	25,856,000
Spot tv	753,000	999,000
Network radio	—	—
Spot radio	—	386,000
Outdoor	—	—
Total	\$37,854,000	\$33,826,000

Metropolitan Area Penetration of Sunday Newspapers —
 Nationwide Ranking*

DAYTON

Dayton/Springfield News/Sun ~~#87~~ **#69**

CINCINNATI

Cincinnati Enquirer ~~#215~~ **#213**

83.84

Source: ~~1982~~ **1983** SRDS Newspaper Circulation Analysis (Table 5)

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Directory of Top 200 Millionaire Brands

Classifications: cameras (LNA G-230);
office machines (LNA B-312);
building systems (LNA H-525)

Marketing/brand management:

Vp-worldwide adv, Carl Johnson
Grp vp-mktg, Joseph J. McLaughlin
Dir No. Amer. adv, James Andrews
Dir ind & tech adv, Adrian Van Dorpe
Adv mgrs: Kelsy Selander, Grant
Schneider, Dola Zarins

Agencies: DDB, New York

Exec vp-media & prog, Michael
Drexler

Vp-media plng dir, Steve Caputo
Assoc media dirs: Elizabeth Lubarsky
(consumer), Kathy Kersnowski
(business/professional)

Media plnrs: Alison Cross, Dick Carle

Exec vp, Rein Luik (consumer)
Grp sr vp, Jim McConnell (business,
professional, international)

Sr vp-mgmt supr, Steve Kutler
(consumer)

Vp-mgmt supr: Ned Reece
(consumer), Thom McCarthy
(business, professional)

Vp-acct supr: Toni Hagar, Ira
Grindlinger

Ogilvy & Mather, N.Y.

(super color video cassettes)

Vp-mgmt supr, Curtis LeSage

Sr vp-assoc media dir, Jack
Deitchman

Vp-asst media dir, Mark Rice

Media supr: James P. Connell,
R. H. Jones, John Taylor, Lynne C.
Veli, Mary Price

Ntwk coor, D. J. Noble

Media asst, Susan Porter

Agency: Compton, New York
(Crisco Solid)

Mgmt dir, Peter H. Parsons

Acct mgr, Richard Newman

Asst acct mgr, Roger A. Morrison

Assoc media dir, Ken Sacharin

Assoc media mgr, Paul Kratz

Media plnr, Bob Hoeck

(Crisco Oil)

Mgmt dir, Peter H. Parsons

Acct mgr, Pat Furey

Asst acct mgr, Jeff Harleston

Assoc media dir, Mary Ann Power

Assoc media mgr, Cheryl Leslie

Media plnr, Eva Woodring

94. LYSOL disinfectants Sterling Drug

	media dollars	
	1982	1983
Magazines	\$ 600,000	\$ 13,000
Supps	215,000	—
Newspapers	232,000	96,000
Network tv	19,742,000	28,991,000
Spot tv	2,722,000	4,320,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$23,511,000	\$33,420,000

Classifications: disinfectants (LNA
H-242); cleaners (LNA H-430)

Marketing/brand management:

Vp-mktg, Leonard Suskin

Agency: SSC&B, New York

Exec vp, R. Wadsworth

Exec vp-dir mktg srvc, Lawrence
Lamattina

Vp-assoc media dir, Janice Clements

Asst media dir, Jim Tyrrell

95. U.S. POSTAL SERVICE U.S. Government

	media dollars	
	1982	1983
Magazines	\$ 5,122,000	\$ 9,641,000
Supps	—	833,000
Newspapers	—	3,078,000
Network tv	3,270,000	12,925,000
Spot tv	7,964,000	5,817,000
Network radio	1,916,000	665,000
Spot radio	168,000	281,000
Outdoor	—	160,000
Total	\$18,440,000	\$33,400,000

Classification: U.S. government
advertising (LNA B-160)

Marketing/brand management:

Dir con mktg, Pete Davidson

Dir adv, E. J. Gary Stevens

Agency: Young & Rubicam, N.Y.

Sr vp-mgmt supr, Fred Baxter

Acct supr: Bud Hall, Dick Kebbon

Vp-grp media supr, Nancy Smith

Media supr, Pat Donnelly

96. LIPTON Thomas J. Lipton (Lever)

	media dollars	
	1982	1983
Magazines	\$ 6,400,000	\$ 3,470,000
Supps	407,000	284,000
Newspapers	1,133,000	1,065,000
Network tv	15,543,000	17,361,000
Spot tv	7,399,000	10,755,000
Network radio	—	—
Spot radio	—	98,000
Outdoor	65,000	—
Total	\$30,947,000	\$33,033,000

Classifications: prepared foods (LNA
F-120); food beverages (LNA
F-170)

Marketing/brand management:

Dirs of prod mgmt: Arthur Gonis
(regular/herbal teas), Allen Carlson
(beverage mixes, new projects),
David Bell (soups/meals), Daniel
Morrison (pasta/side dishes)

Media dir, Bruce Hoenig

Agencies: TJL Media (in-house)

(creative agencies)

SSC&B, New York

(tea, Cup-A-Soup)

Vice chmn, Hal Rover

Young & Rubicam, N.Y.

(soup)

Exec vp-grp dir, John Hatheway

Bozell & Jacobs, Chicago

(Noodles & Sauce, Rice & Sauce)

Sr vp, Jerome Reshkin

97. RED LOBSTER restaurants General Mills

	media dollars	
	1982	1983
Magazines	\$ 2,000	\$ 7,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	—	7,674,000
Spot tv	25,866,000	21,087,000
Network radio	—	322,000
Spot radio	2,666,000	3,674,000
Outdoor	92,000	134,000
Total	\$28,626,000	\$32,898,000

93. CRISCO shortening Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 4,623,000	\$ 5,970,000
Supps	—	—
Newspapers	71,000	31,000
Network tv	11,935,000	18,680,000
Spot tv	5,163,000	8,738,000
Network radio	—	—
Spot radio	58,000	73,000
Outdoor	—	—
Total	\$21,850,000	\$33,492,000

Classification: cooking products
(LNA F-110)

Marketing/brand management:

Div mgr, B. L. Bethell

Adv mgr, J. T. Smith

Assoc ad mgr, Mitch Wienick

The media group includes:

Dir media, Russ Condit

Assoc media mgrs: J. R. Maxwell,
Gordon Milne, Gordon Young,
E. R. Plowden



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Member of Newsplex
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Directory of Top 200 Millionaire Brands

Classification: restaurants (LNA G-330)

Marketing/brand management:

Vp-mktg, Ray Caruso

Adv dir, Barbara Wells

Natl adv mgr, Rick Weber

Natl field mktg mgr, Ted Whitaker

Agency: Backer & Spielvogel, N.Y.

Sr vp-grp mgmt rep, Randy Lindel

Vp-mgmt supr, Robert Levite

Acct suprs: Eliot Russman, Maynard Baker

Acct execs: Bob Svete, Tori Glendenning

Exec vp-dir media svcs, Stephen Leff

Sr vp-media dir, Jay Schoenfeld

Vp-assoc media dir, Charles Rutman

Media supr, Lori Krochak

98. FRANKLIN MINT

Warner Communications

	media dollars	
	1982	1983
Magazines	\$11,797,000	\$17,090,000
Supps	4,431,000	6,479,000
Newspapers	8,678,000	8,340,000
Network tv	20,000	12,000
Spot tv	535,000	910,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$25,461,000	\$32,831,000

Classifications: mail order (LNA

G-560); china (LNA H-111); records (LNA H-330)

Marketing/brand management:

Exec vp-U.S. mktg div, C. Wickard

Vp-U.S. mktg, M. Breisblatt

Mktg dev, Douglas Briggs

Prod dev, Norman Cohen

Agency: Franklin Advertising

(House agency)

Media dir, Howard R. Batton

Dir media plng, Joseph T. Clark

99. JOHNSON'S products

S. C. Johnson

	media dollars	
	1982	1983
Magazines	\$ 2,961,000	\$ 6,240,000
Supps	171,000	569,000
Newspapers	—	—
Network tv	11,588,000	24,363,000
Spot tv	1,950,000	1,658,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$16,670,000	\$32,830,000

Classifications: cleaners (LNA

H-430); laundry preparations (LNA

H-420); deodorizers (LNA H-243)

Marketing/brand management:

(U.S. consumer products)

Gen mgr, H. A. Suess (home care),

C. J. Goldthwaite (personal care),

R. E. Posey (insect control)

Cat mgrs: R. L. Ziegenhagen (hair

care), W. C. Thomson (skin care),

J. F. Bleharski (insect control), K. H.

Smith (floor care), J. O. Scherer

(furniture care), L. H. Seabolt (air

care), M. L. McKie (laundry/

cleaners)

Dir of mktg, A. B. Priemer

Agencies: FCB/Chicago

Sr vp-grp mgmt supr, Daniel Fox

Mgmt acct suprs: Diane Peterson,

Michael Tobin

Sr vp-media dir, Fred Wray

Grp media dir, Ralph Katz

Media suprs: Rita Brumlik, Stacey

Buel

JWT, Chicago

Sr vp-grp acct dir, Paula Kahn

Vp-acct dir (intl), Matt Kurz

Sr vp-media dir, Robert H. Irvine

Sr vp-dir media resources, Ron Kaatz

Vp-grp acct media dir, Shari Wall

Vp-acct media dir, Alison Thomas

100. COLUMBIA records

CBS

	media dollars	
	1982	1983
Magazines	\$ 7,603,000	\$10,238,000
Supps	11,746,000	12,964,000
Newspapers	7,066,000	7,959,000
Network tv	370,000	—
Spot tv	1,468,000	1,402,000
Network radio	—	—
Spot radio	3,000	11,000
Outdoor	18,000	—
Total	\$28,274,000	\$32,574,000

Classification: records (LNA H-330)

Marketing/brand management:

Sr vp-gen mgr, Alvin Teller

(Columbia), Don Dempsey (Epic/

Portrait)

Vps-mktg: Bob Sherwood (Columbia),

Ron McCarrell (Epic/Portrait)

Agencies: Wunderman, Ricotta & Kline, N.Y.

(Columbia Record Club)

Sr vp-mgmt supr, Peter Rabar

Vp-acct supr, Alan Beer

Dir mktg & media svcs, Robert De

Sena

Assoc media dir, Amelia Capriolo

Media plnr/buyer, Dani Glaser
CRU Advertising, New York
 (house agency)
 Vp-adv, Linda Barton
 Media dirs, Yvonne Ericson (tv, print),
 Peggy Mulhall (radio)
 Assoc dir print media, Joe Strickoff
 Print media buyer, Vera Sutton
 Mgr radio, Sue Dempsey

101. BETTY CROCKER

General Mills

	media dollars	
	1982	1983
Magazines	\$ 6,440,000	\$ 6,217,000
Supps	—	—
Newspapers	1,083,000	914,000
Network tv	12,067,000	19,064,000
Spot tv	3,514,000	5,147,000
Network radio	975,000	1,211,000
Spot radio	21,000	—
Outdoor	—	—
Total	\$24,100,000	\$32,553,000

Classifications: cooking products
 (LNA F-110); prepared food (LNA
 F-120); vegetables (LNA F-143)

Marketing/brand management:

Vp-dir of mktg srvc, Stephen R.
 Demeritt

Adv srvc dir, Robert J. Blake

Media srvc dir, Hal Nitch

Media mgr, Pamela Rothmeier

Agency: NH&S, Chicago

Sr vp-media dir, Michael White

Sr vp-assoc media dir, David Drake

Vp-dir media oper, W. F. Heimann, Jr.

Vp-assoc media dir, Geoffrey
 McClelland

Media suprs: Christopher Abelt, Judith
 Fischer, Katherine Kneip

Media plnrs: Vicki Lichtblau, Robert
 Harris, Scott Morehead

Media assts: Elisabeth Fox, Matthew
 Langan

Vp-ntwk dir, Howard Sirinsky

Sr vp-mgmt rep, Stuart Sharpe

Vp-acct supr, Ray Gillette

102. SUBARU cars

Subaru of America

	media dollars	
	1982	1983
Magazines	\$ 2,840,000	\$ 3,296,000
Supps	—	—
Newspapers	2,125,000	2,689,000
Network tv	8,569,000	11,909,000
Spot tv	13,218,000	14,394,000
Network radio	—	—
Spot radio	334,000	78,000
Outdoor	72,000	142,000
Total	\$27,158,000	\$32,508,000

Classification: cars (LNA T-112)

Marketing/brand management:

Vp-corp comm, Alan B. Ross

Dir adv/mdsg srvc, David W. Wager

Natl adv mgr, Chris Wackman

Mgr, advtg media, Gerry Matthews

Mgr, advtg prod, Karen Allen

**Agency: Levine, Huntley, Schmidt &
 Beaver, New York**

Sr vp-mgmt supr, Terry Bonaccolta

Acct supr, Michael Elkish

Sr vp-media, Jim Dragoumis

Media dir, Vivian Riley

103. MIDAS auto supplies

IC Industries

	media dollars	
	1982	1983
Magazines	\$ 528,000	\$ 1,117,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	9,133,000	12,817,000
Spot tv	8,404,000	11,916,000
Network radio	—	—
Spot radio	5,251,000	6,182,000
Outdoor	23,000	3,000
Total	\$23,339,000	\$32,035,000

Classification: auto parts &
 accessories (LNA T-154)

Marketing/brand management:

Vp mktg, Ralph Linder

Adv/prom dir, Chuck Graziano

**Agency: Wells, Rich, Greene,
 Chicago**

Pres, Larry Singer

Vp-mgmt supr, Jim Avery

Vp-media dir, Jill Cassoria

Assoc media dir, David Kelly

104. VIRGINIA SLIMS

cigarettes

Philip Morris

	media dollars	
	1982	1983
Magazines	\$19,010,000	\$21,029,000
Supps	4,109,000	2,141,000
Newspapers	9,312,000	4,241,000
Network tv	—	—
Spot tv	—	49,000
Network radio	—	—
Spot radio	—	—
Outdoor	8,924,000	4,487,000
Total	\$41,355,000	\$31,947,000

Classification: tobacco (LNA G-110)

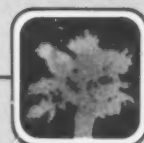
Marketing/brand management:

Vp-brand prom, Robert Fitzmaurice

Grp dir, Ellen Merlo

Brand mgr, Herbert Foster

Vp-media, James L. Thompson, Jr.



Win A Piece Of Paradise

OFFICIAL RULES NO PURCHASE NECESSARY

1. On an official entry form, or plain 3" x 5" piece of paper, handprint your name, address, zip code and mail to: UNION TRIBUNE TIME SHARE SWEEPSTAKES, P. O. Box 3561, Syosset, New York 11775. All entries must be received by September 29, 1984.
2. Winner will be selected in a random-drawing conducted by National Judging Institute, Inc., an independent judging organization whose decisions are final on all matters relating to this sweepstakes. Prize will be awarded and winner notified by mail. Prize is nontransferable and no substitution is allowed. Taxes, if any, are the winner's responsibility (except where previously noted). Winner may be asked to execute an affidavit of eligibility and release.
3. Sweepstakes open to advertising agencies or advertisers in the U.S. except employees and their families of UNION-TRIBUNE PUBLISHING COMPANY, its affiliates, advertising agency, and Don Jagoda Associates, Inc. This offer is void wherever prohibited, and subject to all federal, state and local laws.
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Name	_____
Title	_____
Company	_____
Street Address	_____
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The San Diego Union
The Tribune

Member of Newspaper
 Represented nationally by Sawyer-Ferguson-Walker

Directory of Top 200 Millionaire Brands

Agency: Leo Burnett, Chicago

Sr vp-client svc dir, Jim Oates

Acct supr, Paul Driggs

Sr vp-media svcs dir, Willard Hadlock

Vp-media dir, Bob Houghtlin

105. IVORY soaps

Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 294,000	\$ 246,000
Supps	—	—
Newspapers	39,000	—
Network tv	21,680,000	22,293,000
Spot tv	5,195,000	9,293,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$27,208,000	\$31,832,000

Classifications: soaps & detergents (LNA H-410); personal hygiene (LNA D-120)

Marketing/brand management:

Div mgr, S. P. Donovan

Vp, R. T. Blanchard

Adv mgrs: R. J. Herbold (packaged soap), L. R. Love (bar soap)

The media group includes:

Dir media, Russ Condit

Assoc media mgrs: J. R. Maxwell,

Gordon Milne, Gordon Young,

E. R. Plowden

Media suprs: James P. Connell,

R. H. Jones, John Taylor, Lynne C.

Veil, Mary Price

Ntwk coor, D. J. Noble

Media asst, Susan Porter

Agencies: Compton, New York (Ivory Bar)

Mgmt supr, John Sloan

Acct mgr, Steven Brennen

Assoc media dir, Mary Ann Power (Ivory Liquid)

Mgmt supr, Jean Mojo

Acct mgr, Garret Vreeland

Asst acct mgr, Joann Berberan

Assoc media dir, Ken Sacharin

Benton & Bowles, N.Y.

(Ivory Snow)

Sr vp-acct dir, Tom Carey

Vp-mgmt supr, Nancy Tschirhart

Sr vp-mgr media plng/oper, Rich Hamilton

Vp-assoc media dir, Steve Farella

106. MAXWELL HOUSE coffee

General Foods

	media dollars	
	1982	1983
Magazines	\$ 2,773,000	\$ 4,248,000
Supps	815,000	81,000
Newspapers	1,188,000	681,000
Network tv	31,953,000	18,650,000
Spot tv	8,087,000	6,650,000
Network radio	4,470,000	139,000
Spot radio	2,292,000	899,000
Outdoor	—	64,000
Total	\$51,578,000	\$31,412,000

Classification: beverages (LNA F-170)

Marketing/brand management:

Vp-gen mgr, Steve Morris

Cat mgrs: Joel Johnson, Charles Phillips

Prod mgr, Mickey Farley

The media group includes:

Dir, media svcs, David K. Braun

Assoc dir, media svcs, D. J. Miceli

Grp mgr, plng/res, J. L. Spaeth

Mgr, local media, R. C. Gillespie

Asst mgr, local media, L. F. Meyer

Mgrs, plng/buying: Brenda Jansen (network), Gary Gruneberg (print)

Media asst, Bobby Asano

Agency: Ogilvy & Mather, N.Y.

Sr vp-grp dir, Peter Barnett

Sr vp-mgmt supr, Dave Warden

Vp-acct supr, Rick Roth

Acct exec, Tim Sager

Sr vp-assoc media dir, Tony Nacinovich

Vp-asst media dir, Barbara

Kupersmith

107. UNIVERSAL CITY studios

MCA, Inc.

	media dollars	
	1982	1983
Magazines	\$ 1,276,000	\$ 2,079,000
Supps	37,000	26,000
Newspapers	349,000	113,000
Network tv	19,467,000	15,945,000
Spot tv	7,882,000	11,625,000
Network radio	56,000	254,000
Spot radio	3,821,000	1,262,000
Outdoor	6,000	33,000
Total	\$32,894,000	\$31,337,000

Classification: movies (LNA G-310)

Marketing/brand management:

Pres/mktg, Marvin Antonowsky

Sr vp-adv/pub, Ed Roginski

Vp-media & co-op adv, John Eutkovich

Vp-mkt res, Roger Seltzer

Media mgr, Hy Levine

Agency: DDB, Los Angeles

Exec vp-mgmt supr, Simon Kornblitt

Vp-acct supr, Susan Taylor

Acct exec, Ann Marie Whitman

Media supr, Lisa Pompan

108. SATIN cigarettes

Lorillard (Loews)

	media dollars	
	1982	1983
Magazines	\$ 235,000	\$ 9,596,000
Supps	—	752,000
Newspapers	359,000	8,836,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	509,000	12,107,000
Total	\$1,103,000	\$31,291,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-adv & brand mgmt, T. H. Mau

Grp brand mgr, Michelle Copra

Brand mgr, Maryanne Kayiatos

Media dir, Bill Sands

Agency: MCA Advertising, N.Y.

Exec vp-mgmt dir, Warren Doechter

Vp-acct dir, Ted Van de Kamp

Sr vp-media dir, Dawn Sibley

Assoc media dir, Pat Gibson

Media supr, Paul Varisco

109. TV GUIDE

Triangle

	media dollars	
	1982	1983
Magazines	\$ 40,000	\$ 159,000
Supps	7,000	—
Newspapers	1,409,000	4,362,000
Network tv	—	—
Spot tv	18,779,000	21,424,000
Network radio	114,000	2,577,000
Spot radio	553,000	2,728,000
Outdoor	—	—
Total	\$20,902,000	\$31,250,000

Classification: magazines (LNA B-420)

Marketing/brand management:

Pub, Eric Larson

Adv dir, Tom McDonough

Adv prom mgr, Arthur Brener

Con prom mgr, Fred Jervis

**Trend comments
start on page 54.**

Directory of Top 200 Millionaire Brands

Agency: N W Ayer, N.Y.

Exec vp, exec acct dir, Thomas G. Maxey

Mgmt supr, George Malcomson
Vp-grp media dir, David Lehmkuhl
Assoc media dir, Mike Gross
Media supr, Steve Brown

110. U.S. ARMY

U.S. Army Recruiting
Command

	media dollars	
	1982	1983
Magazines	\$ 5,138,000	\$ 7,148,000
Supps	—	—
Newspapers	1,323,000	644,000
Network tv	12,311,000	18,189,000
Spot tv	2,000	7,000
Network radio	3,374,000	2,376,000
Spot radio	5,871,000	2,761,000
Outdoor	246,000	274,000
Total -	\$28,265,000	\$31,125,000

Classification: U.S. Government
(LNA B-160)

Marketing/brand management:

Dir adv/sales prom, Col. Donald F. Borden

Media dir, Maj. Dennis Ryan

Agency: N W Ayer, N.Y.

Exec vp-exec acct dir, George Eversman

Sr vp-mgmt supr, Lamar LeMonte

Vp-mgmt suprs: Dick May, Roy Robinson

Vp-grp media dir, David Lehmkuhl

Vp-assoc media dir, Michael Gross

Media suprs: Ellen Tanenbaum, Ria Vigil

111. PARKER BROS.

games

General Mills

	media dollars	
	1982	1983
Magazines	\$ 797,000	\$ 3,485,000
Supps	—	—
Newspapers	80,000	218,000
Network tv	7,341,000	14,319,000
Spot tv	11,729,000	12,224,000
Network radio	436,000	311,000
Spot radio	—	113,000
Outdoor	—	—
Total	\$20,383,000	\$30,670,000

Classifications: games (LNA G-450);
home electronics (LNA H-320)

Marketing/brand management:

Pres, Richard Stearns

Exec vps-mktg: Brent Andrus, William Bracey

Agency: HBM/Creamer, Boston

Vp-assoc media dir, Rosemary

Rohmer

Media buyers: Ronald LeFrancois,
Ruthann Perry, Karen Besser, M. P.
Kelleher, Steve Kalb, Louise
Doherty

112. MAYBELLINE

cosmetics

Schering-Plough

	media dollars	
	1982	1983
Magazines	\$ 9,892,000	\$11,802,000
Supps	—	—
Newspapers	—	—
Network tv	15,570,000	14,932,000
Spot tv	2,531,000	3,218,000
Network radio	—	—
Spot radio	76,000	331,000
Outdoor	—	—
Total	\$28,069,000	\$30,283,000

Classification: cosmetics (LNA
D-110)

Marketing/brand management:

Sr vp-mktg, Hank Pellegrin

Vp-adv, Bob Schreiber

Vp-mktg (Face/Lip), John Conte

Vp-mktg (Eye-Nail), Chris Berry

Agencies: Lake-Spiro-Shurman,
Memphis

(house agency)

Pres, Howard K. McIntyre

Exec vp, Avron Spiro, Jr.

Vp-natl media, Lynn Sanders

Vp-media resources, Gene Camerik
(creative agencies)

Ted Bates, N.Y.

(eye and nail products)

Exec vp-client svcs, Joan Rothberg

Acct supr, Lynne King

Bloom, Dallas

(Moisture Whip, Daydreams)

Pres, Tony Wainwright

Vp-mgmt supr, Sherri Babcock

Warwick, N.Y.

(various)

Pres, Wilder Baker

Acct supr, Leoni Hansen

**Four-year trend
totals start on
page 56.**

113. L'OREAL

Cosmair Inc.

	media dollars	
	1982	1983
Magazines	\$ 3,063,000	\$ 7,015,000
Supps	—	—
Newspapers	—	76,000
Network tv	17,430,000	23,085,000
Spot tv	689,000	67,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$21,182,000	\$30,243,000

Classifications: cosmetics (LNA
D-110); hair products (LNA D-140)

Marketing/brand management:

Sr vp-gen mgr (L'Oreal retail), Jim Nixon

Vp-cosmetics/hair products, John Wendt

Dir prod dev, Beatrice Dautresme

Agency: McCann-Erickson, N.Y.

Sr vp-mgmt rep, Fred Rhines

Media grp head, Julie Pinkwater

114. KAL KAN pet foods

Mars Inc.

	media dollars	
	1982	1983
Magazines	\$ 1,265,000	\$ 390,000
Supps	—	370,000
Newspapers	495,000	596,000
Network tv	14,512,000	22,162,000
Spot tv	8,635,000	6,621,000
Network radio	—	—
Spot radio	4,000	9,000
Outdoor	—	—
Total	\$24,912,000	\$30,148,000

Classification: pet foods (LNA
G-531)

Marketing/brand management:

Vp-brands, Alfred Poe

Mktg dirs: Mike Nelson, Bill Simmons

Mktg prom mgr, A. DiBartolo

Agencies: Ted Bates, N.Y.

Sr vp-mgmt rep, Jerry Brady

Acct suprs: Ron Gudinkas, Carol

Good, Seth Romanow

Acct execs: Lesley Helf, Jeff Silver,

Tom Banks, Victor Segal

Vp-media dir, Nancy Clott

Assoc media dir, Stephen Marietta

Media plnrs: Martin Walsh, Amy

Marsh

D'Arcy MacManus Masius/St. Louis

Sr vp-mgmt supr, Jack Bruemmer

Assoc media dir, Mike Nyikes

Directory of Top 200 Millionaire Brands

115. JOHNSON'S products Johnson & Johnson

	media dollars	
	1982	1983
Magazines	\$ 8,739,000	\$ 6,265,000
Supps	91,000	359,000
Newspapers	127,000	1,244,000
Network tv	19,456,000	20,183,000
Spot tv	1,214,000	2,083,000
Network radio	369,000	—
Spot radio	455,000	—
Outdoor	—	—
Total	\$30,451,000	\$30,134,000

Classifications: hair products (LNA D-140); skin lotions (LNA D-216, D-111); First aid (LNA D-222); hygiene (LNA D-120)

Marketing/brand management:

Vp & gen mgr (child development products), Paul Boorujy
Vp & gen mgr (consumer products), Thomas Gardner

Dir of mktg, William Egan

Dir of prod mgmt, Carl Johnson

Agencies: SSC&B, New York

(Shampoo, No More Tangles)

Exec vp, Alan Grazio

Exec vp-dir mktg svcs, Lawrence Lamattina

Vp-assoc media dir, Mae Ling

Young & Rubicam, N.Y.

(Powder, Cornstarch, Sundown, Oil, Lotion, Cream)

Sr vp-grp dir, John Glorieux

Vp-acct supr, Tim Fitzgerald

Acct execs: Mark Greene, Ginny Russo

Media grp supr, Ellen Oppenheim

Media supr, Nalini Ravisankar

McCann-Erickson, New York

(Baby wash cloths, bar & bath)

Sr vp, Michael Sennott

Acct supr, Terry Fitzgerald

Assoc plng dir, Rick Gallagher

Classification: cars (LNA T-110)

Marketing/brand management:

Vp-mktg, J. A. Campana

Gen mktg mgr, A. C. Liebler

Natl adv mgr, A. C. Kesteloot

Adv mgrs: G. A. Northrop (cars), A. D. Imber (retail)

Agency: Kenyon & Eckhardt, Detroit

Exec vp, Peter S. Dimsey

Sr vp-grp mgmt supr, J. R. Heekin

Sr vp-mgmt supr (dealer assn), J. P. Hickey

Vp-acct supr, D. M. Symons

Sr vp-media dir, P. D. Matz

Sr vp-dir media plng, E. E. Kruger

Vp-assoc media dir, M. Vogel (cars)

Plnr, D. Bean (cars)

Dealer assn plng/buying, Pam Iverson

117. DIGITAL Digital Equipment

	media dollars	
	1982	1983
Magazines	\$3,949,000	\$ 5,831,000
Supps	—	47,000
Newspapers	1,238,000	6,381,000
Network tv	—	14,568,000
Spot tv	968,000	1,223,000
Network radio	—	252,000
Spot radio	465,000	398,000
Outdoor	35,000	19,000
Total	\$6,655,000	\$28,719,000

Classification: business machines (LNA B-310)

Marketing/brand management:

Dir adv/pub rel, Richard Berube

Corp mktg svcs mgr, Peter Jancourtz

Corp adv mgr, Henry Heisler

Agencies: Schneider, Parker Jakuc

Acct suprs: Tricia Heath, John Latus,

Gerard McDavitt, Carol Montgomery

Media dir, Roni Jordan

Media suprs: Ama Gebelein, Scott

Bonn

118. TIME Time Inc.

	media dollars	
	1982	1983
Magazines	\$ 9,673,000	\$12,572,000
Supps	95,000	551,000
Newspapers	4,684,000	2,129,000
Network tv	589,000	2,000
Spot tv	2,275,000	12,907,000
Network radio	—	—
Spot radio	17,000	240,000
Outdoor	—	—
Total	\$17,333,000	\$28,399,000

Classification: publishing and media (LNA B-400)

Marketing/brand management:

Prom dir, (Time magazine), George Berger

Dir corp circ prom, David Roberts

Sr vp-mktg (books), William Henry

Agencies: Young & Rubicam, N.Y. (Time magazine)

Vp-acct supr, Jim Tyrrell

Media grp supr, Sue Chamberlain

Media supr, Sandy Welsh

Wunderman, Ricotta & Kline, N.Y.

(Time circulation, Time-Life books)

Vp-mgmt supr, Worthington Linen

Vp-bdcst media dir, S. Sanders

AyerDirect, N.Y.

(Time-Life Books)

Sr vp-mng dir, Robert A. Sawyer

Media suprs: Gina Buttafoca (print),

Joanne Costello (bdcst.)

119. DUNCAN HINES mixes Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 3,785,000	\$ 3,993,000
Supps	—	—
Newspapers	33,000	233,000
Network tv	14,350,000	15,584,000
Spot tv	2,521,000	8,582,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$20,689,000	\$28,392,000

Classification: mixes (LNA F-113)

Marketing/brand management:

Div mgr, B. L. Bethell

Adv mgr, J. T. Smith

Assoc adv mgr, Mitch Wienick

The media group includes:

Dir media, Russ Condit

Assoc media mgrs: J. R. Maxwell,

Gordon Milne, Gordon Young,

E. R. Plowden

Media suprs: James P. Connell,

R. H. Jones, John Taylor, Lynne C.

Veil, Mary Price

Ntwk coor, D. J. Noble

Media asst, Susan Porter

Agency: Compton, N.Y.

Mgmt supr, Tom Hall

Acct mgr, Randi Greenwald

Acct asst, Don Casey

Grp media dir, Bob Pape

Assoc media dir, Mary Ann Power

Media supr, Audrey Siegel

116. PLYMOUTH Chrysler Corp.

	media dollars	
	1982	1983
Magazines	\$ 5,736,000	\$ 7,217,000
Supps	—	220,000
Newspapers	344,000	644,000
Network tv	9,686,000	12,914,000
Spot tv	7,839,000	8,039,000
Network radio	—	—
Spot radio	3,328,000	—
Outdoor	231,000	529,000
Total	\$27,164,000	\$29,563,000

**Trend Comments
start on page 54.**

120. KENT cigarettes Lorillard (Loews)

	media dollars	
	1982	1983
Magazines	\$13,033,000	\$13,893,000
Supps	586,000	529,000
Newspapers	9,770,000	8,508,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	7,752,000	4,821,000
Total	\$31,141,000	\$27,751,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
 Vp-adv & brand mgmt, T. H. Mau
 Grp brand dir, M. H. Burke
 Brand mgr, E. M. Kiernan
 Media dir, Bill Sands
Agency: FC&B, New York
 Sr vp-grp mgmt supr, Jack Angus
 Vp-mgmt dir, Paul Iffland
 Acct dir, Jill Seligson
 Acct exec, Susan Walshon
 Vp-media dir, Mike Haggerty
 Vp-assoc media dir, Jay Kosanke
 Media supr, Tim Zagon

Reach For The Top.

Of all the Spanish-language mass media in Miami, *Diario Las Américas* is tops in reaching the most affluent audience.

The average annual family income of *Diario* readers is a whopping \$27,342. So when it comes to reaching the people who buy what you're selling, *Diario* readers have what it takes.

More than 93% of *Diario* readers have cars. 72% own their own homes. 62% consume alcoholic beverages. 45% are smokers.

Collectively, *Diario* readers spend over \$1.7-billion a year.

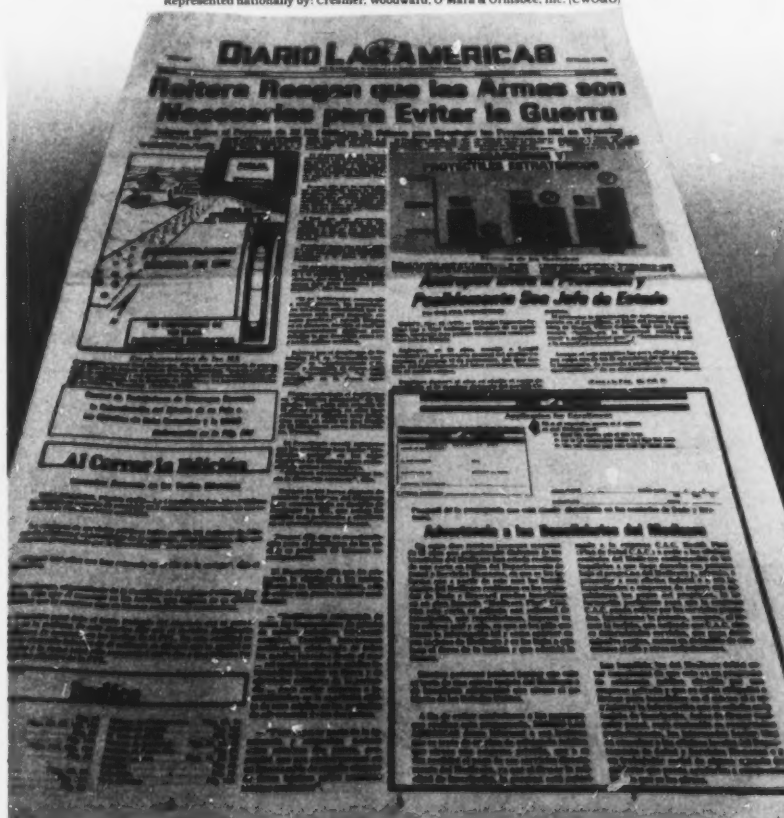
So, if you want to reach the top of the affluent Miami Hispanic Market, buy *Diario Las Américas*. It stands alone. At the top.

**Diario
Las Américas**

The Spanish-language Daily Newspaper
 Founded July 4, 1983

Diario Las Américas
 2900 N.W. 39th Street
 Miami, Florida 33142-5193
 (305) 633-3341

Represented nationally by: Cressmer, Woodward, O'Mara & Ormsbee, Inc. (CWO&O)



121. CENTURY cigarettes R.J. Reynolds

	media dollars	
	1982	1983
Magazines	—	\$ 4,848,000
Supps	—	3,449,000
Newspapers	—	14,472,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	4,890,000
Total	(Intro: 1983)	\$27,659,000

Classification: tobacco (LNA G-110)
Marketing/brand management:
 Vp-brand mktg, Marty Orlowsky
 Mktg dir, John Shostak
 Dir mktg srvc, Greg Novak
 Dir media, Dan Pearson
 Mgr media admin, R. E. Neal
 Grp media dir, Tom McCabe
 Brand plng mgr, Betty Carpenter
 Media plnr, Judi McKinney
Agency: Tatham Laird & Kudner,
 Chicago
 (Creative)
 Sr ptnr, grp dir, Bill Youngclauf
 Sr ptnr, acct dir, Bob Hielscher
 Acct supr, Jim Hill

122. KLEENEX paper products Kimberly-Clark

	media dollars	
	1982	1983
Magazines	\$ 315,000	\$ 667,000
Supps	373,000	115,000
Newspapers	—	—
Network tv	14,492,000	17,706,000
Spot tv	8,970,000	8,873,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$24,150,000	\$27,361,000

Classifications: paper products (LNA D-132), underwear (LNA A-120)
Marketing/brand management:
 Dir adv srvc, George Ker
 Mktg dir (facial tissues), Paul Geisler
 Grp prod mgr (facial tissues), Steve Kalmanson
 Mktg dir (Huggies), Dudley Lehman
Agencies: Foote, Cone & Belding,
 Chicago
 (facial tissues)
 Grp mgmt supr, Dan Fox
 Mgmt supr, David Simpson
 Media dir, Fred Wray

Grp media dir, Pat Medintz
Media supr, Dan Binder
Media plnrs: Pat Daniel, Carole Louise
Ogilvy & Mather, New York
(Kleenex Huggies)
Sr vp-grp dir, Cliff Angers
Vp-mgmt supr, David Mechlin
Vp-asst media dir, Barbara Kupersmith

123. NBC radio/tv RCA Corp.

	media dollars	
	1982	1983
Magazines	\$15,331,000	\$17,445,000
Supps	—	—
Newspapers	11,383,000	7,816,000
Network tv	—	—
Spot tv	20,000	159,000
Network radio	317,000	1,781,000
Spot radio	50,000	—
Outdoor	3,000	8,000
Total	\$27,104,000	\$27,209,000

Classifications: tv stations (LNA B-440); radio stations (LNA B-440)

Marketing/brand management:

(Network tv operations)
Dir of media, Joan Blayner (Burbank)
Vp-adv & prom, Frank N. Pintauro (N.Y.)

(WNBC-TV)

Station mgr, Hilary Hendler (radio operations)

Mgr adv & prom, Janice Penino (WNBC), Leslie Juceam (WYNY)

Agency: Diener/Hauser/Bates, Los Angeles/New York

Exec vp-media, Norman Trell (N.Y.)

Media dir/plnr, Sylvia Greenspan (L.A.)

Acct supr, Barry Orell (L.A.)

124. APPLE Apple Computer

	media dollars	
	1982	1983
Magazines	\$4,435,000	\$ 7,041,000
Supps	—	—
Newspapers	2,235,000	5,123,000
Network tv	2,535,000	11,185,000
Spot tv	188,000	1,489,000
Network radio	232,000	—
Spot radio	9,000	2,230,000
Outdoor	34,000	56,000
Total	\$9,668,000	\$27,124,000

Classification: computers and data processing equipment. (LNA B-311)

Marketing/brand management:

Exec vp-mktg, E. Floya Kuamme
Mgr adv/sales prom, Bruce Mowery

Agencies: Chiat/Day, S.F./N.Y.
Sr vp-acct dir, Gregg Helm
Acct dir, Bob Tinzler
Vp-media dir, David Yoder
Vp-assoc media dir, Camille Johnson
Assoc media dir, Steve Davison
Vp-ntwk buying, Joan Terella (N.Y.)
BBDO/West, San Francisco
(international)
Vp-media dir, Ron Harrison
Vp-mgmt supr, Peter Gelson

125. CBS CBS Inc.

	media dollars	
	1982	1983
Magazines	\$16,152,000	\$16,724,000
Supps	—	200,000
Newspapers	15,577,000	6,695,000
Network tv	—	126,000
Spot tv	851,000	3,001,000
Network radio	485,000	133,000
Spot radio	393,000	113,000
Outdoor	50,000	61,000
Total	\$33,488,000	\$27,053,000

Classifications: radio stations (LNA B-430); tv stations (LNA B-440); records/tapes (LNA H-330)

Marketing/brand management:

Sports (TV)

Vp-comm, Robert V. Tassie

News (TV)

Dir adv & on-air prom, Joseph R. Passarella

Television stations

Pres, Neil E. Derrough

Radio networks

Vp-gen mgr, Michael R. Ewing (Radio Network)

Vp-gen mgr, Robert Kipperman (RADIO RADIO)

(CBS owned AM stations)

Vp-gen mgr, Eugene Lothery

(CBS owned FM stations)

Vp-gen mgr, Robert Hyland III

(CBS Records)

Vp-adv & design, Linda Barton

Agencies: DDB, New York

Grp sr vp, Larry Iannuzzelli

Vp-acct supr, Anne Oliver

Vp-dir newspaper/outdoor buying, Jack Cohen

Wunderman, Ricotta & Kline, N.Y.

(CBS Records — tv only)

Acct supr, Morris Baumstein

Vp-media director, Robert De Sena

Ogilvy & Mather, N.Y./L.A.

Vp-mgmt suprs: Penny Bernstein

(Entertainment & News — N.Y.);

Marilyn Fidler (Entment — L.A.)

Sr vp-assoc media dir, Tony Nacinovich

Assoc media dir, Chirstine Allen

126. REPUBLIC Republic Airlines

	media dollars	
	1982	1983
Magazines	\$ 196,000	\$ 1,785,000
Supps	—	—
Newspapers	9,572,000	11,660,000
Network tv	2,682,000	2,053,000
Spot tv	3,905,000	5,175,000
Network radio	—	—
Spot radio	3,867,000	5,337,000
Outdoor	1,352,000	1,010,000
Total	\$21,574,000	\$27,020,000

Classification: passenger travel (LNA T-410)

Marketing/brand management:

Dir of adv, John W. Temple

Mgr adv, Deborah Cundy

Agency: Dancer Fitzgerald Sample, New York

Exec vp-acct dir, Thomas E. Bohan

Sr vp-mgmt supr, Mike Keeshan

Exec vp-media dir, Allen Banks

127. HEINZ H. J. Heinz Co.

	media dollars	
	1982	1983
Magazines	\$ 253,000	\$ 547,000
Supps	—	34,000
Newspapers	1,167,000	939,000
Network tv	20,982,000	20,975,000
Spot tv	3,368,000	4,437,000
Network radio	—	—
Spot radio	23,000	—
Outdoor	—	—
Total	\$25,793,000	\$26,932,000

Classifications: condiments (LNA F-116); gravies (LNA F-117)

Marketing/brand management:

Vp-mktg, Bill Johnson

Gen mgrs-mktg: John Crawshaw, Steve Scott

Adv mgr, James Gordon

Agencies: Leo Burnett, Chicago

Acct dir, Tom Ross

Sr vp-media srvc div, Willard Hadlock

Media dir, Chuck Quarnstrom

Ketchum Communications, Pittsburgh

Vp-mgmt supr, Bill Stein

Vp-assoc media dir, Judy Hofschier

**Four-year trend
totals start on
page 56.**

128. SPRITE soft drink Coca-Cola

	media dollars	
	1982	1983
Magazines	\$ 1,470,000	\$ 1,604,000
Supps	—	—
Newspapers	96,000	164,000
Network tv	8,229,000	16,388,000
Spot tv	6,066,000	7,791,000
Network radio	—	—
Spot radio	768,000	731,000
Outdoor	181,000	75,000
Total	\$16,810,000	\$26,753,000

Classification: soft drinks (LNA F-220)

Marketing/brand management:

Sr vp-mktg, Sergio Zyman
Mktg dir, Patrick Gardner
Brand mgr, Diane Hanak
Corp media dir-worldwide, William H. Lynn
Dir of media, Coca-Cola U.S.A.,
Charlotte Weissenberger

Agency: Marschalk, New York

Sr vp-media dir, Stephen M. Segal
Vp-assoc media dir, Christina Brodie
Media plnrs: Christie Jensen, Pamela Stone

Exec vp, John Dooner
Srvp-mgmt srvc dir, Donald Richards
Acct exec, Cary Raffle
Asst acct exec, Frank Ball
Acct coor, Meg Lehrer

129. GALLO wines E&J Gallo

	media dollars	
	1982	1983
Magazines	—	—
Supps	—	—
Newspapers	\$ 457,000	\$ 113,000
Network tv	22,624,000	24,355,000
Spot tv	2,945,000	1,737,000
Network radio	—	—
Spot radio	—	313,000
Outdoor	18,000	—
Total	\$26,044,000	\$26,518,000

Classification: wine (LNA F-320)

Marketing/brand management:

Vp-mktg, Peter Conway
Grp mktg dir, George Glasgow
Vp-dir mktg srvc, David Mantel
Dir of media, Sue McClelland
Spot buyer, Earnie Cronkite
Agencies: Ogilvy & Mather, San Francisco

(corporate/variety/premiums/brandy)
Vp-mgmt supr, Ira Zuckerman
Media dir, Pat McCall

130. KOOL-AID soft drink General Foods

	media dollars	
	1982	1983
Magazines	\$ 1,296,000	\$ 2,332,000
Supps	—	—
Newspapers	21,000	—
Network tv	15,394,000	18,117,000
Spot tv	4,197,000	5,894,000
Network radio	—	—
Spot radio	3,000	—
Outdoor	—	—
Total	\$20,911,000	\$26,343,000

Classification: soft drinks (LNA F-220)

Marketing/brand management:

Vp-gen mgr, Bob Sansone
Mktg mgr, Greg Murphy
The media group includes:
Dir, media srvc, David K. Braun
Assoc dir, media srvc, D. J. Miceli
Grp mgr, plng/res, J. L. Spaeth
Mgr, local media, R. C. Gillespie
Asst mgr, local media, L. F. Meyer
Mgrs, plng/buying: Brenda Jansen
(network), Gary Gruneberg (print)
Media asst, Bobby Asano
Agency: Grey, New York
Exec vp-acct mgmt, Hunter Yager
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, John Jacobs

131. FOLGER'S coffee Procter & Gamble

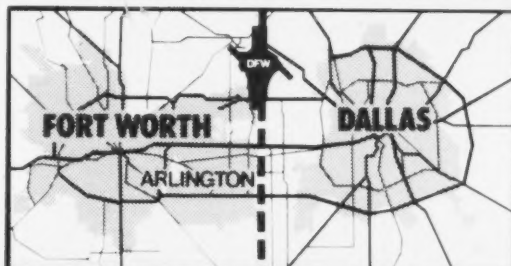
	media dollars	
	1982	1983
Magazines	—	—
Supps	—	—
Newspapers	\$ 145,000	\$ 42,000
Network tv	16,595,000	12,729,000
Spot tv	10,779,000	13,286,000
Network radio	—	—
Spot radio	132,000	224,000
Outdoor	—	—
Total	\$27,651,000	\$26,281,000

Classification: coffee (LNA F-171)

Marketing/brand management:

Div mgr, B. J. Hintz
Adv mgr, B. L. Byrnes
The media group includes:
Dir media, Russ Condit
Assoc media mgrs: J. R. Maxwell,
Gordon Milne, Gordon Young,
E. R. Plowden

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Sources: March 31, 1983. ABC Audit Reports. S&MM 1983 Survey of Buying Power

Directory of Top 200 Millionaire Brands

Media suprs: James P. Connell,
R. H. Jones, John Taylor, Lynne C.
Veil, Mary Price
Ntwk coor, D. J. Noble
Media asst, Susan Porter
Agency: Cunningham & Walsh, N.Y.
Exec vp-dir, mktg & media srvc,
Frank McDonald
Sr vp-media, Howard Nass
Vp-media, Marcia Chapman
Media suprs: Lynn Marum (instant),
Aileen Takaki (vacuum/flaked)
Vp-acct suprs: Joseph Bouch
(instant), Dana Tower (vacuum/
flaked)
Acct execs: Richard Rapp (instant),
David Blashford (vacuum/flaked)
Asst acct execs: Robert Schwartz
(instant), Carrie Field
(vacuum/flaked)

132. SEVEN-UP soft drink Philip Morris

	media dollars	
	1982	1983
Magazines	\$ 1,073,000	\$ 406,000
Supps	7,000	314,000
Newspapers	892,000	1,760,000
Network tv	20,098,000	13,503,000
Spot tv	4,361,000	6,402,000
Network radio	—	—
Spot radio	4,414,000	2,935,000
Outdoor	1,889,000	958,000
Total	\$32,734,000	\$26,278,000

Classification: soft drinks (LNA F-220)

Marketing/brand management:
Vp-media srvc, Ralph Countryman
Dir brand mgrnt, David Hoffner

Agency: N W Ayer, N.Y.

Sr vp-exec acct dir, Dom Rossi

Sr vp-mgmt sup, Joe Harte

Vp-acct suprs: Rich LeFurgy,
L. W. Stabile, III

Sr vp-grp media dir, Jane Twyon

Vp-assoc media dir, Allen Brivic

Media sup, Mitch Borden

133. MENNEN toiletries Mennen Co.

	media dollars	
	1982	1983
Magazines	\$ 879,000	\$ 1,449,000
Supps	—	—
Newspapers	—	—
Network tv	15,133,000	24,717,000
Spot tv	37,000	103,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$16,049,000	\$26,269,000

Classifications: personal hygiene
(LNA D-120); medicated skin
products (LNA D-216)

Marketing/brand management:

Vp-mktg, Dominic J. La Rosa

Vp-new products, Bill Mathewson

Cat mktg mgrs: Cole Brown (men's
fragrances), Bob Griffith (skin care
& baby prods), M. Virginia Dotzauer
(deo/AP)

Agencies: Grey, New York
(babies/women's products)

Sr vp-acct mgmt, T. H. Lieberman

Vp-mgmt sup, Ben DeYoung

Exec-dir media & prog, Alec Gerster

Vp-assoc media dir, Russ Booth

SSC&B, New York

Vice chmn, Spencer Plavoukos

Sr vp-mgmt sup, Gunnar Wilmot

Exec vp-dir mktg srvc, Lawrence
Lamattina

Vp-assoc media dir, Alan Jurmain

134. L'EGGS Hanes Corp. (Consolidated Foods)

	media dollars	
	1982	1983
Magazines	\$ 1,969,000	\$ 2,636,000
Supps	—	52,000
Newspapers	193,000	119,000
Network tv	18,478,000	19,677,000
Spot tv	542,000	1,372,000
Network radio	537,000	1,848,000
Spot radio	1,157,000	485,000
Outdoor	—	—
Total	\$22,876,000	\$26,189,000

Classification: hoisery (LNA A-160)

Marketing/brand management:

Vp-mktg, John Piazza

Dir of adv, Paul F. Wold, Jr.

Agency: DFS, New York

Sr vp-mgmt dir, Michael Donahue

Exec vp-dir mktg srvc, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Walter Tietz
Burrell, Chicago
(Black markets)
Mgmt sup, Eugene Morriss
Acct sup, Fay Ferguson
Media dir, Nick Howse
Media sup, Zeline Kelly

135. SEAGRAM liquors Seagram Distillers Co.

	media dollars	
	1982	1983
Magazines	\$24,042,000	\$18,708,000
Supps	602,000	496,000
Newspapers	3,418,000	1,516,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	6,217,000	5,420,000
Total	\$34,279,000	\$26,140,000

Classification: liquor (LNA F-330)

Marketing/brand management:

Exec vp-mktg, Tom McInerney

Vp-dir mktg res, R. W. Beller

Agencies: Warwick, N.Y.

Exec vp-grp mgmt sup, James
Driscoll

Sr vp-mgmt sup, Mike Graham

Exec vp-media and admin, John
Meskil

Sr vp-media dir, Richard Rock

Vp-grp media suprs: Gordon Bring,

Lou Costa, Jerry Seufferling

Media suprs: Peggy Murphy, Diane
Metzler

Ogilvy & Mather, N.Y.

(Seagram's VO)

Personnel not assigned

136. NOW cigarettes R. J. Reynolds

	media dollars	
	1982	1983
Magazines	\$12,902,000	\$16,891,000
Supps	1,511,000	809,000
Newspapers	17,206,000	8,415,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	16,000	—
Total	\$31,635,000	\$26,115,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand mktg, Marty Orlowsky

**Four-year trend
totals start on
page 56.**



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Source: Aaron Cohen Marketing Services, April '83 Subscriber Study Report. Complete copy available upon request.

Total Circulation: 280,313
Source: ABC Statement 12/31/83

KIWANIS magazine's audience of top executive, small business and professional decision-makers are not reached by the other small business publications. Only 3.8% of our readers read Inc. magazine. Only 1.5% of them read Venture. Nation's Business reaches just 9.2% of KIWANIS magazine's readers.

KIWANIS magazine not only reaches this exclusive, quality audience of small business leaders, but we do it extremely efficiently. Compare us by cost per thousand paid circulation, by CPM readers, professional/managerial, actual purchasing decision-makers for business, etc. with any publication offering a similar quality business audience. Our CPM-paid circulation for P4-CB is \$14.54. Inc.'s is \$63.05, Venture's is \$56.36, and Nation's Business is \$28.38. (Source: SRDS, April 27, 1984)

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Grp dir, J. T. Winebrenner
Brand mgr, Jay Tobin
Dir mktg svcs, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Bernie Bauguess
Brand plng mgr, Les Marcotullio
Agency: Leber, Katz & Partners, N.Y.
(Creative)
Exec vp-dir client svcs, Jerome Davidow
Sr vp-mgmt supr, Robert Hirsch
Acct grp supr, Richard Maddock
Acct exec, Neil Ralph

137. DRISTAN cold remedies

American Home Products

	media dollars	
	1982	1983
Magazines	\$ 505,000	—
Supps	—	—
Newspapers	—	—
Network tv	21,520,000	\$24,263,000
Spot tv	2,512,000	1,822,000
Network radio	—	—
Spot radio	87,000	—
Outdoor	—	—
Total	\$24,624,000	\$26,085,000

Classification: medicines (LNA D-210)

Marketing/brand management:

Adv dir, Richard Feldheim
(Tablets/Capsules)
Grp prod mgr, Steve Gootzeit
Sr prod mgr, Ron miller
(Nasal Mist)

Grp prod mgr, Ted Brenan

Prod mgr, Terry Leven

(Ultra Colds Formula)

Grp prod mgr, Dick Howland

Prod mgr, Carol Marsh

Agencies: William Esty, N.Y.

(Tablets/Capsules/Nasal Mist)

Sr vp-mgmt supr, George Biava

Vp-acct supr, Ed Bauccio

Sr vp-media dir, Peter Triolo

Vp-assoc media dir, Joseph Sander

Media suprs: Karen Lehrer, Zack Simon

Kornhauser & Calene, N.Y.

(Ultra Colds Formula)

sr vp-mgmt supr, Jim Harrigan

Vp-acct supr, Tom Dianis

Sr vp-media dir, Gary Faver

Trend comments start on page 54.

138. ALLSTATE insurance

Sears, Roebuck and Co.

	media dollars	
	1982	1983
Magazines	\$ 1,783,000	\$ 2,943,000
Supps	—	48,000
Newspapers	252,000	201,000
Network tv	13,467,000	16,276,000
Spot tv	3,717,000	6,451,000
Network radio	2,000	—
Spot radio	2,270,000	31,000
Outdoor	—	—
Total	\$21,491,000	\$25,950,000

Classification: fire, casualty, life and other insurance (B-220)

Marketing/brand management:

Asst vp-corp mktg support, John W. Flieder

Adv dir, R. E. Gorman, Jr.

Mktg dir, Terre A. Tuzzolino

Agency: Leo Burnett, Chicago

Acct dir, Ron Sims

Sr vp-media svcs div, Willard Hadlock

Media dir, Don Amos

Four-year trend totals start on page 56.

139. GTE

GTE Corp

	media dollars	
	1982	1983
Magazines	\$ 3,847,000	\$ 5,922,000
Supps	—	—
Newspapers	1,258,000	4,655,000
Network tv	5,340,000	6,061,000
Spot tv	2,559,000	6,589,000
Network radio	—	—
Spot radio	—	2,458,000
Outdoor	5,000	6,000
Total	\$13,009,000	\$25,691,000

Classification: communications (LNA B-140)

Marketing/brand management:

Vp-corp comm, C. Sumpter Logan

Dir of adv, Edward C. MacEwen

Dir of comm, (telephone operations), Roger Brown

Agency: Doyle Dane Bernbach, N.Y.

Grp sr vp-mgmt supr, Larry Iannuzzelli

Sr vp-mgmt supr, Denis Crosley

Vp-mgmt supr, Joseph McParland

Vp-acct suprs: Joe Belle Isle, Nancy Brett

Vp-media plng dir, George Huelser

Assoc media plng dir, Davis Stewart

140. TIDE detergent Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 1,039,000	\$ 2,259,000
Supps	—	—
Newspapers	20,000	20,000
Network tv	10,841,000	14,604,000
Spot tv	6,201,000	8,682,000
Network radio	—	—
Spot radio	42,000	31,000
Outdoor	—	—
Total	\$17,207,000	\$25,596,000

Classification: detergents (LNA H-410)

Marketing/brand management:

Div mgr, S. P. Donovan

Adv mgr, R. J. Herbold

The media group includes:

Dir media, Russ Condit

Assoc media mgrs: J. R. Maxwell,
Gordon Milne, Gordon Young, E. R.
Plowden

Media suprs: James P. Connell, R. H.
Jones, John Taylor, Lynne C. Veil,
Mary Price

Ntwk coor, D. J. Noble

Media asst, Susan Porter

Agency: Compton, N.Y.

Mgmt suprs: John Sloan, Tom Hall

Acct suprs: Len Savoie, Mark King

Acct exec, Peter Liguori

Asst acct exec, Kevin Roddy

Grp media dir, Bob Pape

Assoc media dir, Ken Sacharin

141. KENNER toys General Mills

	media dollars	
	1982	1983
Magazines	\$ 219,000	\$ 657,000
Supps	—	—
Newspapers	—	554,000
Network tv	16,122,000	15,528,000
Spot tv	7,533,000	8,770,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$23,874,000	\$25,509,000

Classification: games (LNA G-450)

Marketing/brand management:

Vp-adv/mktg srvc and intl, Louis
Gioia, Jr.

Vp-mktg, Harry Kangis

Vp-adv-cons proms, John Bohach

Agencies: Grey, New York

Exec vp-acct mgmt, W. Overend

Exec vp-dir media & prog, Alec

Gerster

Vp-assoc media dir, Robert
Giacomino

DFS, New York

Exec vp-mgmt dir, Joseph Mack

Sr vp-mgmt supr, Ray Caro

Vp-acct supr, Ronald Franz

Exec vp-dir mktg srvc, Allen Banks

Sr vp-sr assoc media dir, Jack Irving

Vp-assoc media dir, Ruthanne

Greenburg

142. FEDERAL EXPRESS Federal Express Corp.

	media dollars	
	1982	1983
Magazines	\$ 1,717,000	\$ 1,430,000
Supps	134,000	—
Newspapers	864,000	896,000
Network tv	11,084,000	20,005,000
Spot tv	8,834,000	2,766,000
Network radio	—	—
Spot radio	48,000	49,000
Outdoor	24,000	32,000
Total	\$22,705,000	\$25,178,000

Classification: air cargo (LNA B-612)

Marketing/brand management:

Sr vp-mktg/cust srvc, Thomas R.
Oliver

Vp-mktg, Carole A. Presley

Adv mgr, Nancy Altenburg

Agency: Ally & Gargano, N.Y.

Chmn bd, Carl Ally

Sr vp-mgmt supr, Dennis Visich

Vp-assoc media dir, Hal Zwick

143. EXXON Exxon Corp.

	media dollars	
	1982	1983
Magazines	\$ 3,399,000	\$ 3,228,000
Supps	—	—
Newspapers	3,381,000	3,418,000
Network tv	5,734,000	1,111,000
Spot tv	11,211,000	16,210,000
Network radio	471,000	580,000
Spot radio	979,000	407,000
Outdoor	257,000	201,000
Total	\$25,432,000	\$25,155,000

Classifications: general (LNA T-230);
gasoline, oil (LNA T-210); office
machines (LNA B-312)

Marketing/brand management:

Adv mgr, J. L. Stanislaus (Exxon Co.
U.S.A.)

Mgr comm prog, J. Kenneth Kansas
(Exxon Corp.)

Agencies: McCann-Erickson, N.Y.

(Exxon Co. U.S.A.)

Exec vp-mgmt supr, J. G. Hetherly

Vp-acct dir, Jack W. Collins

Acct suprs: Al Kehr, Eric Nerbst, Lee
Pilz

Vp-media dir, Jim Sheiby

McCaffrey & McCall, N.Y.

(Exxon Corp, N.Y.)

Sr vp-grp acct mgmt, John B. Collins

Vp-acct exec, Shelia Walker

Sr vp-media dir, Harris Lefkon

Vp-media mgr, Tom Wilson

Assoc media dir, Hans Zucker

Media supr, Ann Price

Marsteller, N.Y.

(Office systems)

Vp-mgmt supr, Jim Waechter

Acct supr, Jim Rosiello

Vp-dir of media, Carla Loffredo

Media supr, Merrille Leder

Sr plnr, Michael Sadowsky

144. LOWENBRAU beer Philip Morris

	media dollars	
	1982	1983
Magazines	\$ 111,000	\$ 130,000
Supps	—	—
Newspapers	131,000	81,000
Network tv	16,096,000	15,918,000
Spot tv	6,412,000	4,748,000
Network radio	—	—
Spot radio	1,359,000	4,020,000
Outdoor	6,000	18,000
Total	\$24,115,000	\$24,915,000

Classification: beer (LNA F-310)

Marketing/brand management:

Exec vp, Lauren S. Williams

Vp-brand mgmt, William W. Catlin

Grp prcd dir, Robert Toledo

Brand mgr, Jerry Schmutte

**Agencies: Backer & Spielvogel,
New York**

Sr vp-mgmt supr, Jeffrey Palmer

Exec vp-dir media srvc, Stephen Leff

Sr vp-media dir, Jay Schoenfeld

Vp-assoc media dir, Scott Butler

145. STOUFFER'S foods Nestle Enterprises

	media dollars	
	1982	1983
Magazines	\$ 4,748,000	\$ 5,601,000
Supps	29,000	39,000
Newspapers	466,000	93,000
Network tv	9,860,000	12,048,000
Spot tv	7,512,000	6,915,000
Network radio	—	—
Spot radio	22,000	2,000
Outdoor	—	97,000
Total	\$22,637,000	\$24,795,000

Directory of Top 200 Millionaire Brands

Classifications: prepared foods (LNA F-162, F-126, F-180, F-125)

Marketing/brand management:

Vp-mktg, Gerald DeCroke

Mktg mgrs: Richard Annett (Lean Cuisine), Jeff Peck (entrees/side dishes), Paul De Vries (new ventures), Joseph Gaeto (pizza)

Agency: Creamer, Pittsburgh

Vp and grp supr, Richard Weber

Media dir, Ira Bass

146. PRUDENTIAL

insurance

Prudential Insurance Co.

	media dollars	
	1982	1983
Magazines	\$ 2,167,000	\$ 4,225,000
Supps	—	—
Newspapers	182,000	596,000
Network tv	12,178,000	17,225,000
Spot tv	494,000	2,551,000
Network radio	—	—
Spot radio	131,000	181,000
Outdoor	4,000	—
Total	\$15,156,000	\$24,778,000

Classification: insurance (LNA B-210)

Marketing/brand management:

Vp-adv, Connie Sartain

Adv mgr, Nancy McCarthy

Agency: Ted Bates, N.Y.

Sr vp-mgmt supr, Lee Hines

Vp-acct suprs: Irene Lubgan, Liz Halaki

Acct execs: Leslie Farrand, Hugh Fanning

Vp-media dir, Tom Mullin

Assoc media dir, Gaye Sussman

Media supr, Carlos Cintron

Media plnr, Stu Finklestein

147. AQUA-FRESH

toothpaste

Beecham

	media dollars	
	1982	1983
Magazines	\$ 1,435,000	\$ 969,000
Supps	—	—
Newspapers	—	—
Network tv	25,764,000	22,757,000
Spot tv	64,000	812,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$27,263,000	\$24,538,000

Classification: toothpaste (LNA D-120)

Marketing/brand management:

Vp-mktg, R. Snell

Media dir, Philip Branch

Agency: Grey, New York

Sr vp-acct mgmt, Robert Burruss

Exec vp-dir media & prog, Alec Gerster

Vp-assoc media dir, Jack Jadick

148. TAB soft drink

Coca-Cola Co.

	media dollars	
	1982	1983
Magazines	\$ 1,255,000	\$ 162,000
Supps	—	—
Newspapers	39,000	60,000
Network tv	10,152,000	13,606,000
Spot tv	7,891,000	10,123,000
Network radio	—	—
Spot radio	331,000	186,000
Outdoor	98,000	15,000
Total	\$19,766,000	\$24,152,000

Classification: soft drinks (LNA F-220)

Marketing/brand management:

Sr-vp mktg, Sergio Zyman

Mktg dir, Mike Beindorf

Brand mgr, Becky Rodzik

Corp media dir-worldwide, William H. Lynn

Dir of media, Coca-Cola U.S.A., Charlotte Weissenberger

Agencies: SSC&B, New York

(Personnel not announced)

Castor Spanish Intl, N.Y.

(Spanish markets — corporate/product)

Pres, Castor Fernandez

Exec vp-acct supr, Arturo Andrade

Media dir, Carlos Delgado

Asst media dir, Olga Hoffman

149. PAMPERS diapers

Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 1,387,000	\$ 2,012,000
Supps	44,000	—
Newspapers	137,000	400,000
Network tv	14,738,000	16,410,000
Spot tv	3,755,000	5,196,000
Network radio	—	—
Spot radio	—	5,000
Outdoor	—	—
Total	\$20,061,000	\$24,023,000

Classification: underwear (LNA A-121)

Marketing/brand management:

Vp, J. M. Edwards

Adv mgr, W. J. Wallace

The media group includes:

Dir media, Russ Condit

Assoc media mgrs: J. R. Maxwell,

Gordon Milne, Gordon Young, E. R. Plowden

Media suprs: James P. Connell, R. H.

Jones, John Taylor, Lynne C. Veil, Mary Price

Ntwk coor, D. J. Noble

Media asst, Susan Porter

Agency: Benton & Bowles, N.Y.

Sr vp-acct dir, Tom Carey

Sr vp-mgmt supr, Mary Garber

Vp-acct supr, Bill Vitriol

Sr vp-dir media mgmt, Phil Guarascio

Sr vp-mgr media plng/oper, Rich Hamilton

Vp-assoc media dir, Steve Farella

150. HERSHEY products

Hershey Foods

	media dollars	
	1982	1983
Magazines	\$ 3,804,000	\$ 6,160,000
Supps	595,000	199,000
Newspapers	1,447,000	1,138,000
Network tv	13,622,000	12,200,000
Spot tv	3,955,000	3,609,000
Network radio	—	396,000
Spot radio	408,000	134,000
Outdoor	—	—
Total	\$23,831,000	\$23,836,000

Classification: Ingredients/candies (LNA F-115, 211)

Marketing/brand management:

Mktg vp-Gary McQuaid

Dirs of mktg: Jay Carr (candy bars),

Michael Holmes (packaged candy/grocery products)

New business dev vp, J. H. Dowd

Dir of new prods, A. J. Pingitore

Agencies: DDB, New York

Exec vp, Peter Falcone

Sr vp-mgmt supr, Peter Tate

Vp-media plng dir, Conant Sawyer

Assoc media plng dir, Jennie Maggio

Ogilvy & Mather, N.Y.

Sr vp-mgmt supr, Michael Vaughan

Sr vp-assoc media dir, Tony

Nacinovich

Vp-asst media dirs: Christy Allen,

Anthony DeSena, Mark Belton

**Trend comments
start on page 54.**

151. EVEREADY batteries Union Carbide Corp.

	media dollars	
	1982	1983
Magazines	\$ 204,000	\$ 125,000
Supps	321,000	773,000
Newspapers	564,000	944,000
Network tv	19,503,000	20,211,000
Spot tv	1,516,000	1,283,000
Network radio	—	—
Spot radio	3,343,000	314,000
Outdoor	14,000	—
Total	\$25,465,000	\$23,650,000

Classification: household batteries
(LNA H-220)

Marketing/brand management:

Mktg mgr, G. D. Klein
Adv mgr, Douglas Orr

Agency: William Esty, N.Y.

Sr vp-mgmt supr, Richard Vanden Bosch

Sr vp-media dir, Peter Triolo
Assoc media dir, Patricia Reilly
Media supr, Karen Bensen

152. TIMEX Timex Corp.

	media dollars	
	1982	1983
Magazines	\$ 4,538,000	\$ 5,798,000
Supps	1,417,000	1,458,000
Newspapers	2,627,000	3,901,000
Network tv	12,968,000	9,824,000
Spot tv	2,468,000	2,412,000
Network radio	—	—
Spot radio	25,000	24,000
Outdoor	1,000	—
Total	\$24,044,000	\$23,417,000

Classifications: watches (LNA G-212); computers (LNA B-311); small appliances (LNA H-280)

Marketing/brand management:

Vp-mktg/sales-worldwide, C. Michael Jacobi

Dir mktg and sales, U.S.A., David Rahilly

Mgr of mktg, Mario Sabatini

Mgr adv and pub rel, John Cincotta

Agencies: Grey, New York

(watches and clocks)

Exec vp-mgmt rep, Clark Montgomery

Mgmt supr, Casey Wojeichowski

Acct exec, Pamela Siebels

Exec vp-dir media & prog, Alec Gerster

Vp-assoc media dir, John Jacobs

J. Walter Thompson, N.Y.

(medical products)

Sr vp-mgmt dir, Peter Schweitzer
Vp-acct supr, Phil Forman
Acct supr, Jennifer Close
Acct exec, Martin Fisher
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Assoc media dir, Emily

Swartzentruber

Castor Spanish Intl, N.Y.

(Spanish markets — corporate/
product)

Pres, Castor Fernandez

Exec vp-acct supr, Arturo Andrade

Media dir, Carlos Delgado

Asst media dir, Olga Hoffman

153. REYNOLDS Reynolds Metals

	media dollars	
	1982	1983
Magazines	\$ 1,190,000	\$ 1,169,000
Supps	—	224,000
Newspapers	882,000	692,000
Network tv	3,295,000	—
Spot tv	7,789,000	21,310,000
Network radio	—	—
Spot radio	7,000	—
Outdoor	31,000	18,000
Total	\$13,194,000	\$23,413,000

Classification: food wraps and foils
(LNA H-233)

Marketing/brand management:

Natl mktg mgr, P. W. Miltenberger

Natl adv dir, Doug Mickle

Assoc adv dir, Susan Gaible

Agencies: J. Walter Thompson, N.Y.

(foil wrap)

Sr vp-mgmt dir, Jack Morrissey

Vp-mgmt supr, Bob Bird

Sr vp-media dir, Richard Kostyra

Assoc media dir, Ronnie Beason

Tucker Wayne, Atlanta

(oven cooking bags)

Sr vp-media dir, William Zuspan

Media plnr, Jill Ditton

Acct supr: Don Morgan, Jim Reeder

Acct exec, Barrett Batson

Lord, Geller, Federico, Einstein, N.Y.

(plastic wrap)

Sr vp-mgmt supr, Sally Minara

Vp-acct supr, Charles Lloyd

Vp-assoc media dir, Sondra Gage

154. CLOROX laundry products Clorox

	media dollars	
	1982	1983
Magazines	\$ 1,896,000	\$ 1,331,000
Supps	—	—
Newspapers	—	—
Network tv	25,183,000	19,363,000
Spot tv	1,933,000	2,477,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$29,012,000	\$23,171,000

Classification: laundry preparations
(LNA H-420)

Marketing/brand management:

Gen mgr, G. Craig Sullivan

Adv mgr, Robert P. Johnson

Assoc adv mgr, Jack Robertson

Dir media, Robert Bolte

Agency: FC&B/San Francisco

Sr vp-grp mgmt supr, Jack Balousek

Sr vp-mgmt supr, Theodore Block

Vp-mgmt supr: David Schaefer, Jane Gardner

Acct supr: Jon Dale, Richard Ward, Ron Williams

Vp-assoc media dir, Lon Pulse

Media supr, David Babbitz

155. DURACELL batteries Dart & Kraft

	media dollars	
	1982	1983
Magazines	—	\$ 1,071,000
Supps	—	—
Newspapers	\$ 28,000	35,000
Network tv	18,938,000	19,508,000
Spot tv	1,080,000	1,995,000
Network radio	507,000	374,000
Spot radio	—	—
Outdoor	—	—
Total	\$20,553,000	\$22,983,000

Classification: household batteries
(LNA H-220)

Marketing/brand management:

Vp-mktg, W. F. Saint

Grp prod mgr, Kevin Kelly

Prod mgr, Mark Lucas

Agency: Ogilvy & Mather, N.Y.

Sr vp-grp dir, Cliff Angers

Sr vp-mgmt supr, Jack Reed

Vp-acct supr, Rick Estabrook

Sr vp-dir media srvc, Larry Cole

Sr vp-assoc media dir, Tony Nacinovich

Vp-asst media dir, Mark Belton

**Four-year trend
totals start on
page 56.**

Directory of Top 200 Millionaire Brands

156. LINCOLN Ford Motor

	media dollars	
	1982	1983
Magazines	\$ 2,919,000	\$ 2,100,000
Supps	90,000	—
Newspapers	8,209,000	9,109,000
Network tv	9,095,000	3,369,000
Spot tv	5,650,000	7,417,000
Network radio	75,000	—
Spot radio	597,000	58,000
Outdoor	158,000	721,000
Total	\$26,793,000	\$22,774,000

Classification: cars (LNA T-110)

Marketing/brand management:
(Lincoln-Mercury div.)

Gen mktg mgr, Ross H. Roberts

Advtg mgr, John B. Vanderzee

Agency: Young & Rubicam, Detroit

Exec vp-grp dir, John Sanders

Sr vp-grp dir, C. E. Riley

Vp-media dir, Ken Pool

157. TACO BELL restaurants PepsiCo

	media dollars	
	1982	1983
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	—	—
Spot tv	\$11,474,000	\$18,560,000
Network radio	—	—
Spot radio	1,740,000	3,589,000
Outdoor	34,000	95,000
Total	\$13,248,000	\$22,244,000

Classification: restaurants (LNA G-330)

Marketing/brand management:

Sr vp-mktg, Lawrence Highby

Vp-adv, John Moorhead

Vp-field mktg/media, Pat Morris

Agency: Tracy-Locke/BBDO, Dallas

Sr vp, Rod Underhill

Acct supr, Todd Knudson

Media supr, Beth Wallace

**For alphabetical
index, turn to
page 52.**

158. SAFEWAY stores Safeway Food

	media dollars	
	1982	1983
Magazines	\$ 1,526,000	\$ 942,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	52,000	—
Spot tv	19,154,000	19,470,000
Network radio	—	—
Spot radio	1,236,000	1,722,000
Outdoor	—	7,000
Total	\$21,968,000	\$22,141,000

Classification: all retail

Marketing/brand management:

Sr vp-dir mktg, John H. Prinster

Mgr. adv & prom div, Ron Giglio

Agency: Ketchum, San Francisco
(Corporate)

Sr vp-grp mgmt supr, Diane Snedaker

Acct supr, Michael Banks

Sr-vp media dir, Seth Dingley

Vp-assoc media dir, Cheryl Kroyer

Advertising managers determine media expenditures for respective divisions. Each division employs agency for broadcast — 15 different agencies used throughout U.S.

159. WOOLWORTH F. W. Woolworth

	media dollars	
	1982	1983
Magazines	\$ 11,000	\$ 200,000
Supps	—	—
Newspapers	87,720,000	21,228,000
Network tv	—	—
Spot tv	3,564,000	176,000
Network radio	—	—
Spot radio	2,222,000	531,000
Outdoor	—	—
Total	\$93,517,000	\$22,135,000

Classification: all retail

Marketing/brand management:

Sr vps-merchandise: Frank Newman,
Robert Butler

Vp-sales & adv, Gary Fuller

Dir adv, Charles Worley

Agency: Sawdon & Bess, N.Y.

Pres. Jerome Bess

Exec vp-coo, Martin M. Mitchell

Grp sr vp-mgmt supr, William J. Lane

Media dir, John Prendergast

Bdcst dir, David Wahlberg

160. AMERICAN DAIRY ASSN.

	media dollars	
	1982	1983
Magazines	\$ 1,638,000	\$ 168,000
Supps	69,000	134,000
Newspapers	912,000	618,000
Network tv	3,687,000	4,532,000
Spot tv	12,836,000	11,007,000
Network radio	794,000	1,715,000
Spot radio	2,917,000	3,757,000
Outdoor	499,000	180,000
Total	\$23,352,000	\$22,111,000

Classification: dairy products (LNA F-130)

Marketing/brand management:

Pres, Joseph B. Kelson

Vp-dir of pub, Jane Holmes

Vp-mktg srvc, G. B. Simpson

Mgr media plng & srvc, Donna Arcus

Agency: D'Arcy MacManus Masius,
Chicago

Sr vp-mgmt supr, Benjamin Bishop

Acct grp supr: Bob Meuser, Dixon R.
Head, Jr.

Sr vp-dir media srvc, J. P. Zeller

Vp-assoc media dir, Willard L.

Hemsworth

Media supr, Sandra S. Whitelaw

Media plnrs: Donna Schauer, J. Zeh

161. OIL OF OLAY Richardson-Vicks

	media dollars	
	1982	1983
Magazines	\$ 4,796,000	\$ 2,804,000
Supps	—	—
Newspapers	—	—
Network tv	18,909,000	13,304,000
Spot tv	3,893,000	5,811,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$27,598,000	\$21,919,000

Classification: cosmetics (LNA D-110)

Marketing/brand management:

Vp-mktg dir, Peter Wilson

Dir of media, Irwin Fleischer

Mgr media admin, Evelyn
Fitzsimmons

Agency: Young & Rubicam, N.Y.

Sr vp-mgmt supr, Robert Gleckler

Acct supr: Alan Catling, Carla

Gambescia

Acct execs: Judy Reiss, Scott Stuart

Vp-media grp supr, Nancy Smith

Media supr, Steven Naftelberg

162. VICKS

Richardson-Vicks

	media dollars	
	1982	1983
Magazines	\$ 6,000	\$ 622,000
Supps	—	—
Newspapers	—	—
Network tv	16,996,000	16,496,000
Spot tv	4,893,000	4,613,000
Network radio	—	—
Spot radio	—	55,000
Outdoor	—	—
Total	\$21,895,000	\$21,786,000

Classification: medicines (LNA D-210)

Marketing/brand management:

(Health Care Division)

Mktg dirs: Bill O'Neil (new products),
Steve Bear (established cold
products)

Dir of media, Irwin Fleischer

Agencies: Benton & Bowles, N.Y.

Sr vp-acct dir, Richard Hopple

Sr vp-mgmt suprs: Alan Goltz, Casey
Jones

Vp-acct supr, Pat Doody,

Sr vp-dir media mgmt, Phil Guarascio

Assoc media dir, Monica Shaffer

Young & Rubicam, N.Y.

Sr vp-mgmt supr, Robert Gleckler

Vp-acct supr, John Swan

Acct exec, William Mears

Vp-media grp supr, Sue Chamberlain

Media supr, Patrice McAuliffe

163. MILTON BRADLEY

games
Milton Bradley Co.

	media dollars	
	1982	1983
Magazines	\$ 9,000	—
Supps	—	—
Newspapers	—	—
Network tv	7,023,000	\$ 5,842,000
Spot tv	14,289,000	15,828,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$21,321,000	\$21,670,000

Classification: games, toys (LNA G-450)

Marketing/brand management:

Exec vp-mktg, George Ditomassi, Jr.

Vp-mktg, Richard Jordan

Dir prod mgmt, Michael Meyers

Adv mgr, George Merritt

Agency: MB Communications
(house agency)

Exec vp-gen mgr, John Payson

Vp-media svc, Edward Radding

164. SPRINT

G.T.E. Corp.

	media dollars	
	1982	1983
Magazines	\$ 573,000	\$ 408,000
Supps	—	—
Newspapers	—	—
Network tv	—	21,000
Spot tv	10,683,000	20,093,000
Network radio	—	—
Spot radio	—	1,013,000
Outdoor	—	—
Total	\$11,256,000	\$21,535,000

Classification: communications (LNA B-140)

Marketing/brand management:

Dir adv, Ralph Sherman

**Agency: J. Walter Thompson, San
Francisco**

Vp-mgmt supr, Larry Stropes

Assoc media dir, Al Adams

165. SWANSON foods

Campbell Soup

	media dollars	
	1982	1983
Magazines	\$ 340,000	\$ 1,316,000
Supps	—	104,000
Newspapers	238,000	1,461,000
Network tv	4,209,000	11,127,000
Spot tv	5,424,000	7,341,000
Network radio	688,000	—
Spot radio	45,000	27,000
Outdoor	—	—
Total	\$10,944,000	\$21,376,000

Classifications: meats, poultry, fish
(LNA F-150); prepared foods (LNA
F-120)

Marketing/brand management:

Mgr media svcs, Marianne Ham

Agency: Ogilvy & Mather, N.Y.

Vp-mgmt supr, Stephanie Becker

Sr vp-assoc media dir, Tony
Nacinovich

Vp-asst media dir, Mark Belton

166. ALKA-SELTZER

Miles Labs (A. G. Bayer)

	media dollars	
	1982	1983
Magazines	\$ 2,264,000	\$ 123,000
Supps	—	—
Newspapers	—	—
Network tv	13,066,000	15,913,000
Spot tv	3,145,000	3,281,000
Network radio	—	1,854,000
Spot radio	—	64,000
Outdoor	—	—
Total	\$18,475,000	\$21,235,000

Classification: medicines (LNA D-210)

Marketing/brand management:

Vp-mktg-U.S., Stephen M. Reim

Vp-mktg svcs, Mitchell Streicker

Agencies: McCann-Erickson, N.Y.

Sr vp-mgmt rep, Michael Sennott

Vp-acct dir, Mel Philpott

Sr vp-media dir, Ira Carlin

Sr vp-media plng dir, Vince Rafti

Vp-assoc plng dir, Vince Tortorelli

Wells, Rich, Greene, N.Y.

(Alka-Seltzer Plus/new products)

Sr vp-acct grp head, Walter Holden

Sr vp-media dir, Robert Geis

Vp-plng svcs dir, Steven Ziglar

Vp-media grp head, Joan Shelt

Assoc media grp head, Doug Spak

167. DE BEERS

diamonds

De Beers Con. Mines

	media dollars	
	1982	1983
Magazines	\$ 9,676,000	\$11,884,000
Supps	45,000	—
Newspapers	—	—
Network tv	8,402,000	8,095,000
Spot tv	1,501,000	1,188,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$19,624,000	\$21,167,000

Classification: jewelry (LNA G-211)

Agency: N W Ayer, N.Y.

Exec vp-exec acct dir, George H.
Eversman

Sr vp-mgmt supr, Harkness Cram

Vp-grp media dir, David Lehmkuhl

Assoc media dir, Andrea Fields

Media supr, Jean Connolly

168. HANES products

Hanes Corp.
(Consolidated Foods)

	media dollars	
	1982	1983
Magazines	\$ 2,369,000	\$ 3,441,000
Supps	23,000	270,000
Newspapers	31,000	447,000
Network tv	14,174,000	14,910,000
Spot tv	365,000	1,042,000
Network radio	—	227,000
Spot radio	52,000	808,000
Outdoor	31,000	15,000
Total	\$17,045,000	\$21,160,000

Classifications: hosiery (LNA A-160);
underwear (LNA A-120)

Directory of Top 200 Millionaire Brands

Marketing/brand management:

Vp-mktg, Robert E. Simms
Grp prod mgr, Nancy Haviland
Prod mgr, Christine A. Findland
Agencies: DFS, New York
Sr vp-mgmt supr, Len DeLuca
Acct supr, Harley Griffiths
Exec vp-dir mktg srvc, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Assoc media dir, Rich O'Gorman

169. HALLMARK cards

Hallmark Cards

	media dollars	
	1982	1983
Magazines	\$ 9,000	\$ 509,000
Supps	—	—
Newspapers	128,000	65,000
Network tv	16,971,000	18,668,000
Spot tv	412,000	1,381,000
Network radio	—	276,000
Spot radio	—	—
Outdoor	—	—
Total	\$17,520,000	\$20,899,000

Classification: greeting cards (LNA B-321)

Marketing/brand management:

Dir adv & sales prom, Brad R. Moore

Agency:

Ogilvy & Mather, NY
(announced at press time)

170. SANKA coffee

General Foods

	media dollars	
	1982	1983
Magazines	\$ 920,000	\$ 1,820,000
Supps	218,000	193,000
Newspapers	655,000	895,000
Network tv	21,414,000	13,898,000
Spot tv	4,492,000	4,070,000
Network radio	1,880,000	—
Spot radio	142,000	—
Outdoor	—	—
Total	\$29,721,000	\$20,876,000

Classification: coffee (LNA F-171)

Marketing/brand management:

Vp-gen mgr, Steve Morris
Cat mgrs: Joel Johnson, Charles Phillips

The media group includes:

Dir, media srvc, David K. Braun
Assoc dir, media srvc, D. J. Miceli
Grp mgr, plng/res, J. L. Spaeth
Mgr, local media, R. C. Gillespie
Asst mgr, local media, L. F. Meyer
Mgrs, plng/buying: Brenda Jansen (network), Gary Gruneberg (print)

Media asst, Booby Asano

Agency: Young & Rubicam, N.Y.

Exec vp-grp supr, Lawrence Snapiro
Vp-mgmt supr, Anne Zopfi
Vp-acct supr, Scott Masen
Acct execs: Lorraine Alhadeff, David Fendel
Vp-media grp supr, Mark Arnold
Media supr, Jean-Claude Ziegler

171. JORDACHE clothing

Jordache Enterprises

	media dollars	
	1982	1983
Magazines	\$ 2,222,000	\$ 2,892,000
Supps	1,003,000	1,011,000
Newspapers	1,326,000	1,679,000
Network tv	—	—
Spot tv	11,560,000	14,384,000
Network radio	—	—
Spot radio	—	—
Outdoor	391,000	907,000
Total	\$16,502,000	\$20,873,000

Classifications: apparel, footwear and accessories (LNA A-100); underwear, foundations, bras and lounging apparel (LNA A-120)

Marketing/brand management:

Vp-dir adv & pub, Robert E. Robbins
Agency: Frons Advertising, N.Y. (house agency)
Media dir, Rachele Glickman
Acct exec, Al Doral

172. CHEERIOS cereal

General Mills

	media dollars	
	1982	1983
Magazines	\$ 479,000	\$ 26,000
Supps	—	—
Newspapers	78,000	725,000
Network tv	12,018,000	9,278,000
Spot tv	7,846,000	10,760,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$20,421,000	\$20,789,000

Classification: cereals (LNA F-122)

Marketing/brand management:

Prod mgr, Jay Shoemaker
Agency: DFS, New York
Exec vp-mgmt supr, E. F. Bonn
Vp-mgmt supr, James Ritts
Exec vp-dir mktg srvc, Allen Banks
Sr vp-sr assoc media dir, Jack Irving
Vp-assoc media dir, R. Greenberg

173. THE NATIONAL ENQUIRER

National Enquirer Inc.

	media dollars	
	1982	1983
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	\$27,515,000	\$18,914,000
Spot tv	2,171,000	1,705,000
Network radio	—	—
Spot radio	69,000	—
Outdoor	—	—
Total	\$29,755,000	\$20,619,000

Classification: magazines (LNA B-420)

Marketing/brand management:

Chmn, Generoso Pope, Jr.
Pres, Iain Calder
Agency: Compton, N.Y.
Sr vp-mgmt dir, David Basch
Acct exec, Alan Mounty
Assoc media dir, Carol Karasick
Asst media mgr, Sande Pisik

174. WHIRLPOOL appliances

Whirlpool Corp.

	media dollars	
	1982	1983
Magazines	\$ 4,477,000	\$ 5,355,000
Supps	—	—
Newspapers	1,408,000	1,898,000
Network tv	13,539,000	12,178,000
Spot tv	855,000	773,000
Network radio	—	—
Spot radio	—	—
Outdoor	7,000	21,000
Total	\$20,286,000	\$20,225,000

Classification: major appliances (LNA H-210)

Marketing/brand management:

Dir vp-mktg comm, David Allen
Nat'l adv mgr, Herb Rose

Agencies: D'Arcy MacManus
Masius/Bloomfield Hills, MI

Vice chmn, Robin Smith
Exec vp-mgmt supr, Richard P. Monley

Vp-acct supr, Ken Brandt

Vp-dir mktg & res, Charles Stannard

Sr vp-media dir, George Rogers

Vp-assoc media dir, Ed Coosia

The Netedu Co., Benton Harbor, MI

Pres, Charles F. Worthington

Acct execs: John Hoffman, Carl Coon, Bill Sherrington, Mike Kosinski, Mike Nitz

175. FLORIDA citrus State of Florida

	media dollars	
	1982	1983
Magazines	\$ 358,000	\$ 3,499,000
Supps	—	—
Newspapers	766,000	379,000
Network tv	17,081,000	14,511,000
Spot tv	318,000	673,000
Network radio	—	—
Spot radio	183,000	1,141,000
Outdoor	—	—
Total	\$18,706,000	\$20,203,000

Classification: citrus products (LNA F-172-9)

Marketing/brand management:

Mktg dir, Douglas Hoffer

Adv/prom dirs: Harry R. Rixman, Jr.
(grapefruit), William P. Gordon
(oranges), Glenda Obrecht (food
service)

Mkt res, George de Jager

Mdsg, William Polk

Agency: DFS, New York

Sr vp-mgmt supr, Robert K. Eagan

Vp-acct suprs: Jack Mascola

(grapefruit), Donn Dolan (oranges)

Exec vp-dir mktg srvc, Allen Banks

Vp-sr assoc media dir, Richard
Weigand

Assoc media dir, Gay Kassin

176. MOBIL gasoline/oil Mobil Oil

	media dollars	
	1982	1983
Magazines	\$ 5,211,000	\$ 3,190,000
Supps	3,300,000	1,306,000
Newspapers	7,226,000	6,473,000
Network tv	3,000	6,000
Spot tv	6,015,000	7,384,000
Network radio	—	—
Spot radio	2,163,000	1,630,000
Outdoor	22,900	40,000
Total	\$23,940,000	\$20,029,000

Classifications: general promotion
(LNA T-230); gas/oil (LNA T-211)

Marketing/brand management:

(U.S. Marketing and Refining Div.)

Vp-gen mgr mktg, Joseph B. Hinton

Gen mgr mktg srvc, K. C. Esty

Adv mgr, A. G. Spiess

Mgr comm adv, Isaac Kershaw
(public affairs div.)

Vp-public affairs, Herbert Schmertz

Gen mgr-pub rel, J. B. Merrell

Agencies: DDB, New York

Grp sr vp, Larry Iannuzzelli

Exec vp-dir media & prog, Michael
Drexler

Vp-media plng dir, George Huelser
Assoc media plng dir, Elizabeth
Lubarsky

Creamer, New York/Chicago

(farm and industrial)

(New York)

Sr vp-acct supr, Fred Dixon

Sr vp-media dir, Allan Linderman

Media supr, Irwin Joseph

(Chicago)

Vp-agric grp head, Ron Hartzman

Sr media plnr/buyer, Jim Wyza

177. PABST beer Pabst

	media dollars	
	1982	1983
Magazines	—	—
Supps	—	—
Newspapers	\$ 159,000	\$ 333,000
Network tv	874,000	10,453,000
Spot tv	5,985,000	5,537,000
Network radio	63,000	—
Spot radio	—	3,416,000
Outdoor	552,000	245,000
Total	\$7,633,000	\$19,984,000

Classification: beer (LNA F-310)

Marketing/brand management:

Vp-adv, Richard Ratcheson

Agencies: McCann-Erickson, N.Y.

Acct exec, Michael Silver

Acct supr, Ken Merz

Vp-assoc media dir, George Hayes

Media plnr, Brian Battersby

Y&R, Chicago

(Pabst Light)

Vp-media dir, David S. Tracy

Media suprs: Mike Murphy, Donna
Kirchman

Vp-bus mgr, Larry Claypoor

Mgmt supr, Mike Bennett

178. AVIS Esmark Inc.

	media dollars	
	1982	1983
Magazines	\$ 1,991,000	\$ 2,569,000
Supps	—	—
Newspapers	2,245,000	3,655,000
Network tv	9,304,000	8,261,000
Spot tv	2,483,000	3,393,000
Network radio	478,000	71,000
Spot radio	1,979,000	1,996,000
Outdoor	31,000	24,000
Total	\$19,011,000	\$19,969,000

Classifications: car rental (LNA
T-414); car dealers (LNA T-113)

Marketing/brand management:

Vp-corp mktg, Lawrence D. Mazur

Dir mktg, John C. O'Neil, Jr.

Agency: McCaffrey & McCall, N.Y.

Sr vp-acct mgmt, Samuel P. Fertig

Sr vp-media dir, Harris Lefkon

Vp-assoc media dir, Hans Zucker

179. UNITED ARTISTS MGM/UA Entertainment

	media dollars	
	1982	1983
Magazines	\$ 226,000	\$ 203,000
Supps	—	—
Newspapers	—	—
Network tv	8,752,000	11,120,000
Spot tv	13,093,000	7,954,000
Network radio	—	—
Spot radio	67,000	495,000
Outdoor	16,000	106,000
Total	\$22,154,000	\$19,878,000

Classification: movies (LNA G-310)

Marketing/brand management:

Sr vp-adv, Gregg Morrison

Vp-adv/co-op adv, Edie Keller

Agency: Wells, Rich, Greene, Los Angeles

Mgmt supr, Dick Porter

Media dir, Pat Casa (N.Y.)

180. TASTER'S CHOICE Nestle Enterprises

	media dollars	
	1982	1983
Magazines	\$ 34,000	\$ 248,000
Supps	—	—
Newspapers	1,113,000	84,000
Network tv	17,575,000	17,064,000
Spot tv	1,670,000	2,232,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$20,392,000	\$19,628,000

Classification: coffee (LNA F-171)

Marketing/brand management:

Vp-mktg srvc, Bonnie Piven

Vp-mktg srvc dir, J. R. Hall

Mktg vp, Jeff Caso

Media dir, Steve Kubinski

Media mgr, Robert Bishopp

Agency: Leo Burnett, Chicago

Sr vp-client srvc dir, Bill Smith

Sr vp-media srvc div, Willard Hadlock

Media dir, Dick Hobbs

Media suprs: Sue Skhart, Carl
Spaulding

**Trend comments
start on page 54.**

Directory of Top 200 Millionaire Brands

181. KROGER foods

Kroger

	media dollars	
	1982	1983
Magazines	\$ 25,000	\$ 246,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	—	—
Spot tv	14,392,000	17,310,000
Network radio	—	—
Spot radio	777,000	1,380,000
Outdoor	111,000	596,000
Total	\$15,305,000	\$19,532,000

Classifications: all retail

Marketing/brand management:

Dir of adv, Al Stec

Agency: Campbell-Mithun, Chicago

Sr vp-mgmt supr, Bill White

Vp-assoc media dir, Janet Bak

182. KEEBLER

United Biscuits

	media dollars	
	1982	1983
Magazines	\$ 183,000	\$ 1,470,000
Supps	—	—
Newspapers	—	34,000
Network tv	9,559,000	15,071,000
Spot tv	1,941,000	2,879,000
Network radio	—	—
Spot radio	427,000	28,000
Outdoor	—	—
Total	\$12,110,000	\$19,482,000

Classifications: cookies and crackers (LNA F-163); confectionery and snacks (LNA F-120)

Marketing/brand management:

Sr vp-mktg, Charles L. Shemely

Agency: Leo Burnett Co., Chicago

Vp-acct dir, Joe McGowan

Acct supr: Bob Hall, Sadru Patel

Sr vp-media svcs div, Willard Hadlock

Vp-media dir, Chuck Quarnstrom

183. RAGU foods

Chesebrough-Pond's

	media dollars	
	1982	1983
Magazines	\$ 5,058,000	\$ 824,000
Supps	287,000	—
Newspapers	771,000	325,000
Network tv	15,832,000	12,368,000
Spot tv	2,091,000	5,925,000
Network radio	—	—
Spot radio	81,000	—
Outdoor	—	—
Total	\$24,120,000	\$19,442,000

Classifications: sauces (LNA F-117); prepared mixes (LNA F-113)

Marketing/brand management:

Mktg dir, Michael Jeans

Grp prod mgrs: Robert Maurer (Ragu), Dave Bluestein (Pizza Quick sauce, Adolphs), John Rice (new products)

Media dir-corp, Joseph Campion

Agency: Waring & LaRosa, N.Y.

Sr vp-mgmt supr, Irwin Levy

Acct supr, Clark Oliver

Acct exec, Don Amira

Sr vp-media dir, Martin Narva

Vp-assoc media dir, Jean Mandel

184. DEXATRIM

Thompson Medical

	media dollars	
	1982	1983
Magazines	\$ 1,523,000	\$ 1,626,000
Supps	—	—
Newspapers	200,000	—
Network tv	5,750,000	15,477,000
Spot tv	3,484,000	2,322,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$10,957,000	\$19,425,000

Classification: reducing aids (LNA D-217)

Marketing/brand management:

Vp-mktg, Donald Lepone

Corp prod mgr, Mark Kalan

Mgr media svcs, Richard Zakin

Agency: Compton, New York

Acct supr, Erica Wibrauer

Grp media dir, Carol Karasick

Media supr, David Gold

185. BAYER aspirin

Sterling Drug

	media dollars	
	1982	1983
Magazines	\$ 1,337,000	\$ 1,306,000
Supps	103,000	130,000
Newspapers	157,000	10,000
Network tv	18,077,000	14,779,000
Spot tv	1,549,000	2,984,000
Network radio	820,000	—
Spot radio	45,000	63,000
Outdoor	8,000	14,000
Total	\$22,096,000	\$19,286,000

Classification: medicines (LNA D-210)

Marketing/brand management:

Vp-mktg, Gerry Mattimore

Agency: SSC&B, New York

Vice chmn, Spencer Plavoukas

Exec vp, Alan Grazio

Exec vp, dir mktg svcs, Lawrence Lamattina

Vp-assoc media dir, Alan Jurmain

186. PARAMOUNT

pictures

Gulf & Western

	media dollars	
	1982	1983
Magazines	\$ 1,030,000	\$ 371,000
Supps	664,000	—
Newspapers	750,000	42,000
Network tv	1,512,000	1,370,000
Spot tv	16,780,000	17,161,000
Network radio	—	—
Spot radio	579,000	93,000
Outdoor	243,000	172,000
Total	\$21,558,000	\$19,209,000

Classification: movies (LNA G-310)

Marketing/brand management:

Sr vp-worldwide-mktg, Gordon Weaver

Vp-mktg, Steve Rose

Vp-natl adv, Tom Campanella

Vp-pub/prom, Kathy Jones

Exec dir natl adv, Angel Lopez

Vp-creative adv, Shelley Hochron

Agency: Diener/Hauser/Bates, N.Y.

Vp-acct exec, Ernie Shapiro

Acct exec, Gilda Hicks

Exec vp-media, Norman Trell

Media dirs: Cheryl Lodinger (bdcst.), Stuart Jacob (print)

187. NATURE VALLEY

General Mills

	media dollars	
	1982	1983
Magazines	\$ 742,000	\$ 1,420,000
Supps	88,000	—
Newspapers	469,000	219,000
Network tv	11,519,000	8,620,000
Spot tv	3,661,000	8,872,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$16,479,000	\$19,131,000

Classification: confectionery & snacks (LNA F-210)

Marketing/brand management:

Dir mktg, Bob Streetmater

Agency: Campbell-Mithun, Minneapolis

Sr vp-dir client svcs, Bruce Sutherland

Vp-mgmt supr, Madeline Belsch

Vp-dir media plng resources, Allen Gersten

Assoc media dir, Becky Horn

188. MASTERCARD

MasterCard Intl.

	media dollars	
	1982	1983
Magazines	\$ 487,000	\$ 2,017,000
Supps	20,000	75,000
Newspapers	—	—
Network tv	11,549,000	13,923,000
Spot tv	2,932,000	2,918,000
Network radio	—	—
Spot radio	—	—
Outdoor	11,000	2,000
Total	\$14,999,000	\$18,935,000

Classification: credit card (LNA B-155)

Marketing/brand management:

Sr vp-adv, Kneeland S. Moore

Dir of adv, Barbara Bromberg

Agency: William Esty, N.Y.

Vp-acct supr, James Stewart

Sr vp-grp media dir, Philip Schwartz

189. MERRILL LYNCH

Merrill Lynch & Co.

	media dollars	
	1982	1983
Magazines	\$ 4,814,000	\$ 4,657,000
Supps	75,000	102,000
Newspapers	—	—
Network tv	6,470,000	11,673,000
Spot tv	1,541,000	1,720,000
Network radio	—	—
Spot radio	224,000	611,000
Outdoor	5,000	117,000
Total	\$13,129,000	\$18,880,000

Classifications: financial (LNA B-150); real estate (LNA G-520)

Marketing/brand management:

Exec vp-mktg, Daniel P. Tulley

Vp-adv mgr, James W. Walsh

Prod adv mgr, Laurie Page

Agency: Young & Rubicam, N.Y.

Sr vp-mgmt suprs: William Green

(corporate, realty), Edward Comiskey (capital markets)

Vp-acct suprs: Peter Nicholson, Hayes Roth

Sr vp-grp media supr, George Sharpe

190. NEW FREEDOM

Kimberly-Clark

	media dollars	
	1982	1983
Magazines	\$ 5,509,000	\$ 5,748,000
Supps	—	602,000
Newspapers	611,000	3,053,000
Network tv	8,901,000	9,067,000
Spot tv	111,000	300,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$15,132,000	\$18,770,000

Classification: feminine hygiene products (LNA D-123)

Marketing/brand management:

Dir adv svcs, George Ker

Mktg dir, Steve Hotla

Grp prod mgr, Kathi Seifert

Agency: Ogilvy & Mather, N.Y.

Sr vp-grp supr, Peter Barnet (Thin

Max, Reg., Super, Anytime)

Sr vp-mgmt supr, Karen Greene (Thin

Max, Reg., Super, Anytime)

Vp-acct supr, D. Courtney (Thin Max)

Sr vp-assoc media dir, Ray Simko

Vp-asst media dir, Beth LeMasurier

191. PLANTERS nuts

Nabisco Brands

	media dollars	
	1982	1983
Magazines	\$ 868,000	\$ 1,015,000
Supps	—	—
Newspapers	166,000	27,000
Network tv	8,528,000	8,555,000
Spot tv	7,828,000	9,085,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$17,390,000	\$18,682,000

Classification: appetizers, snacks and nuts (LNA F-212)

Marketing/brand management:

Dir adv/prom, Carey Keane

Agency: Benton & Bowles, N.Y.

Vp-mgmt supr, Diane Jones

Acct supr, George Burnett

Sr vp-dir media mgmt, Phil Guarascio

Sr vp-mgr media plng/oper, Rich

Hamilton

Vp-assoc media dir, Brian Hughes

192. FINESSE

Helene Curtis

	media dollars	
	1982	1983
Magazines	\$ 960,000	—
Supps	—	—
Newspapers	26,000	—
Network tv	8,562,000	\$17,949,000
Spot tv	46,000	486,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$9,594,000	\$18,435,000

Classification: hair products (LNA D-140)

Marketing/brand management:

Vp-mktg cons goods, Robert Thomas

Grp brand mgr, Lynda Robleski

Brand mgr, Patricia Hambrick

Agency: Backer & Spielvogel, N.Y.

Mgmt supr, Theodore La Montagne

Exec vp-dir media svcs, Steven Leff

193. AMERICAN cars

American Motors

	media dollars	
	1982	1983
Magazines	\$ 4,148,000	\$ 2,088,000
Supps	—	—
Newspapers	2,313,000	4,955,000
Network tv	5,586,000	6,337,000
Spot tv	6,864,000	4,446,000
Network radio	—	—
Spot radio	147,000	121,000
Outdoor	80,000	486,000
Total	\$19,138,000	\$18,433,000

Classification: cars (LNA T-110)

Marketing/brand management:

Vp-mktg grp, Joseph E. Cappy

Dir-mdsg & sales prom, Robert F.

Donovan

Dir-adv & mktg plng, David L. Kerr

Mgr Jeep adv, Thomas L. Draur

Mgr dealer adv, James D. Rader

Mgr media/budgets, Robert G.

Wildberter

Agencies: Grey, New York

Exec vp-acct mgmt, Louis G. Maloof

Sr vp-gen mgr, Bruce McRitchie

Exec vp-dir media & prog, Alec

Gerster

Compton, Detroit

(four-wheel drive products)

Exec vp-mgmt dir, Richard Rasor

(N.Y.)

Sr vp-mgmt dir, David Van Peurse

Vp-media dir, Mike Want

Vp-assoc media dir, Tom Johnson

194. LUVS diapers

Procter & Gamble

	media dollars	
	1982	1983
Magazines	\$ 1,704,000	\$ 1,832,000
Supps	—	—
Newspapers	270,000	417,000
Network tv	14,175,000	9,405,000
Spot tv	4,348,000	6,722,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$20,497,000	\$18,376,000

Classification: underwear (LNA A-121)

Marketing/brand management:

Vp, J. M. Edwards

Adv mgr, W. J. Wallace

The media group includes:

Dir media, Russ Condit

Assoc media mgrs: J. R. Maxwell,

Gordon Milne, Gordon Young, E. R.

Plowden

Directory of Top 200 Millionaire Brands

Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Mary Price

Ntwk coor, D. J. Noble

Media asst, Susan Porter

Agency: DFS, New York

Exec vp-mgmt dir, Richard O'Brien

Sr vp-mgmt supr, Richard Pounder

Acct supr, Mitchell Cogert

Exec vp-dir mktg srvc, Allen Banks

Vp-sr assoc media dir, Richard Weigand

Assoc media dir, Maureen Welch

195. TRUE cigarettes Lorillard (Loews)

	media dollars	
	1982	1983
Magazines	\$ 7,431,000	\$12,277,000
Supps	571,000	188,000
Newspapers	7,655,000	3,838,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	3,179,000	2,023,000
Total	\$18,836,000	\$18,326,000

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-adv & brand mgmt, T. H. Mau

Grp brand dir, M. H. Burke

Brand mgr, A. Pasheluk

Media dir, Bill Sands

Agency: DFS, New York

Exec vp-mgmt dir, Thomas Bohan

Sr vp-mgmt supr, Gerald Darringer

Vp-acct supr, Virginia Reilly

Exec vp-dir mktg srvc, Allen Banks

Sr vp-sr assoc media dir, Ira Weinblatt

Vp-assoc media dir, Richard O'Gorman

196. BRIM coffee General Foods

	media dollars	
	1982	1983
Magazines	\$ 384,000	\$ 1,149,000
Supps	228,000	24,000
Newspapers	97,000	234,000
Network tv	13,733,000	12,066,000
Spot tv	4,071,000	4,747,000
Network radio	—	—
Spot radio	225,000	—
Outdoor	—	—
Total	\$18,738,000	\$18,220,000

Classification: coffee (LNA F-171)

Marketing/brand management:

Vp-gen mgr, Steve Morris

Cat mgr, Charles Phillips

The media group includes:

Dir, media srvc, David K. Braun

Assoc dir, media srvc, D. J. Miceli

Grp mgr, plng/res, J. L. Spaeth

Mgr, local media, R. C. Gillespie

Asst mgr, local media, L. F. Meyer

Mgrs, plng/buying: Brenda Jansen (network), Gary Gruneberg (print)

Media asst, Bobby Asano

Agency: Benton & Bowles, N.Y.

Vp-acct supr, Bob Gerdes

Sr vp-dir media mgmt, Phil Guarascio

Sr vp-mgr media plng/oper, Rich Hamilton

Vp-assoc media dir, Brian Hughes

197. HARDEE'S restaurants Imasco Ltd.

	media dollars	
	1982	1983
Magazines	\$ 6,000	\$ 12,000
Supps	—	—
Newspapers	—	—
Network tv	—	—
Spot tv	10,795,000	17,583,000
Network radio	—	—
Spot radio	—	—
Outdoor	390,000	574,000
Total	\$11,191,000	\$18,169,000

Classification: restaurants (LNA G-330)

Marketing/brand management:

Dir of natl mktg, Tony Monzo

Agency: Benton & Bowles, N.Y.

Asst media dir, Joseph Lagani

Vp-acct supr, Frank Assuma

198. TEXIZE products Morton-Thiokol

	media dollars	
	1982	1983
Magazines	\$ 427,000	\$ 132,000
Supps	—	—
Newspapers	42,000	446,000
Network tv	13,698,000	14,015,000
Spot tv	1,275,000	3,571,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	\$15,442,000	\$18,164,000

Classifications: cleaners (LNA H-430); disinfectants (LNA H-242); laundry preparations (LNA H-420)

Marketing/brand management:

Vp-mktg, George Mercer

Agency: Henderson Advertising, Greenville, SC

Vp-mgmt supr, G. Howard Clark

Sr vp-media dir, Bob Reuschle

199. PANASONIC products Matsushita Electric

	media dollars	
	1982	1983
Magazines	\$ 6,685,000	\$ 7,542,000
Supps	71,000	71,000
Newspapers	537,000	1,142,000
Network tv	1,160,000	—
Spot tv	5,449,000	7,583,000
Network radio	—	—
Spot radio	1,316,000	1,678,000
Outdoor	204,000	134,000
Total	\$15,422,000	\$18,150,000

Classifications: small appliances and equipment (LNA H-220); office machines (LNA B-310); men's shavers (LNA D-126); home electronics (LNA H-310)

Marketing/brand management:

Adv gen mgrs: Frank Novak

(industrial), Bob Greenberg (consumer)

Agency: Ted Bates, New York

Exec vp-acct mgmt, John Noakes

Vp-media dir, Nancy Clott

200. WEIGHT WATCHERS H. J. Heinz

	media dollars	
	1982	1983
Magazines	\$ 3,693,000	\$ 3,805,000
Supps	67,000	133,000
Newspapers	642,000	459,000
Network tv	4,881,000	9,438,000
Spot tv	5,112,000	4,063,000
Network radio	—	—
Spot radio	41,000	149,000
Outdoor	4,000	63,000
Total	\$14,440,000	\$18,110,000

Classification: prepared foods (LNA F-120)

Marketing/brand management:

Vp-mktg N. A., Michael Kelly

Gen mktg mgr, Cathy Messinger

Agency: Doyle Dane Bernbach, N.Y.

Vp-acct supr, Mark Abrams

Assoc media dir, Dorothy Nicholls

Media plnr, Paul Sammon

costly endeavors. Reynolds will not back Doral with ads either, beyond some introductory newspaper and point-of-sale placements.

As to whether the category will continue to grow, Grant thinks it will, but hedges as to when it will occur. "Long term, I would say the potential is there for a 10% or better share, but I wouldn't want to bank on when it might happen." His optimistic feeling, or hope, is that "Doral will help to grow the overall business. Our view is that if we can get our fair share, their coming in is okay with us."

Philosophically, Grant is resigned to seeing even more competition come into the generic area. "I'm sure Brown & Williamson and Lorillard are looking at the category very carefully," allows Grant. "My only hangup," he says, "is that I wish my competitors had continued to have doubts about the category a little longer."

In another move to expand the price segment of the cigarette market, Lig-



Liggett's generics come in many packings (below), which are advertised for the seal of quality.

gett introduced Stride, selling for 10 cents a pack less than major brands. Advertising slogans for Stride are "Where taste runs rich," and "Rich taste at \$1 less a carton. Advertising appears in the newsweeklies and selected women's and shelter magazines.

At Lorillard, Tom Mau wonders if whatever business might be picked up at the price end of the market justifies the degree of attention it takes away from marketing the company's flagship brands. And Mau clearly feels that in today's chaotic environment, taking care of the proven winners means a better return on investment than developing new, free-standing brands. "Obviously, it takes sales and marketing time and effort," he argues. "It takes time dealing with suppliers. You know, those things take away from your major piece of business."

And in addition to that, there's the matter of obtaining trial. If Lorillard were to launch a generic, the company would be introducing a new brand.



And that, he stresses, has become very difficult. He notes that after the flurry of low-tar introductions in the late 1970's and early 1980's, introductions have slacked off to about two a year.

"It is more difficult to introduce a new product and I think there are a lot of reasons for that. One is, that there are already a lot of products in the marketplace (over 200 facings), a lot of choices for the consumer, at all levels of taste. So that helps make it more difficult to get someone to try a new product." Plus, he adds, with all the couponing, advertising, free packs and promotion that have become *de rigeur*

for introductions, new launches have gotten "a lot more expensive. You can get trial, but it's more expensive."

Brand loyalty is a key factor in all this, Mau believes, and he cites a

Generics are a part of this industry. They are probably here to stay, at one level or another.

switching figure that correlates with the projected top-out level for generics. "The vast majority of the cigarette consumers are brand loyal," contends

Mau. "Only somewhere around 10% of people switch brands annually. That's not a lot of people; it's not a big percent of the market. So, if you take into consideration brand loyalty, switching among brands, pricing, and the cost of entering the market," he ticks off, "to come out with something new and successful is difficult. If you look at new brands, whether it's ours or somebody else's, they haven't achieved the share levels that a new brand did in the mid-1970's."

Using one of Lorillard's new entries, Satin, an upscale smoke targeted to women, as an example, Mau says, "Now Satin, that's our newest brand, started off very well. It got distribution, it got good sales. It hit a level, a plateau, and at one period in there, maybe late in the fall of '83, it started to take a little dip. And then we had a period of just turning off the market."

But he is finding that "in the last five or six weeks, the brand has started to show some increased movement. This is a longer tougher road and you've got to be more patient to reach the kind of share levels that you were able to reach quicker six or seven years ago."

Just what caused Satin to plateau is a puzzle to Mau and Lorillard. "We can't find anything to point to it. The awareness of the brand was very high. Trial was very good. The comments about the product are excellent. So, all I can say is that during the initial flurry, when you spend more money, you get a great deal of activity and trial. Then your spending and marketing activity slacken a little bit. You spend a lot of time and money in the first four or five months and you can't keep that kind of money and activity pressure up. So maybe it's just a function of that."

As for the rebound, Mau cited revived advertising and promotional activity. "We have resumed some advertising and changed the package, to make it more elegant." Satin got a richer looking gold seal and part of the package color was deepened to make it stand out. The ads still show a luxuriating woman, but this time, she's in more professional settings, and the background is a stark black frame. Mau

Smoke with a Spanish accent?

Segmenting in the cigarette business, pervasive as it is, has mostly moved along demographic rather than ethnic lines. But Liggett & Myers, running its own maverick course, is attempting to slice off a section of the market with brands positioned exclusively against Hispanics.

Liggett's sales and marketing vice president, Harold A. Grant, believes the company's two ethnic brands, Dorado and L&M Supers, will win a slice of that market.

Lorillard's Tom Mau believes the whole proposition is open to question. Grant reports that the two Liggett brands "are both doing very well. Dorado is testing in New Mexico and is looking like the best of the two. L&M is in Texas. We would only sell the smoke in markets where there is a large Hispanic population," Grant explains. "It wouldn't be a national cigarette."

"Longer term, I'm sure that we are going to see a lot more segmentation of the market. You see it in private labels and generics. I believe it can make sense to look for niches that will give you five to 20% of the total market. That's what we're really going to focus in on."

Mau contends that the national brands are already available to all ethnic groups, and that bringing out

one for a specific, narrow group is very costly and time consuming. He points out that one of Lorillard's brands, Newport, does very well with blacks although it is not touted as a black cigarette.

Says Mau: "Look at all the marketing elements involved in an ethnic cigarette, say to Hispanics. The bulk of Hispanics reside in five or six markets, comprising nearly 60% to 70% of the total community. So you wonder why can't I reach them with a specialized smoke? But you still need to make the same marketing effort and face the same problems you do with the introduction of a single national brand. And those markets have the same products that are available in the whole U.S. You can market those national products to appeal to ethnic backgrounds. We do that by using Spanish and black advertising."

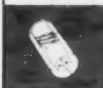
"So you still have to make the same marketing effort. You still have to advertise, still have to write copy for product, and have to give a reason for Hispanic smokers to switch from the product they've been using for years."

"You can often be fooled by what appeared to be some very easy configurations of marketing elements, but you've still got to solve the other tough ones."

New Laser Technology Creates...

True 100's Innovation!

New True Laser-Cut
"Flavor Chamber" Filter
Provides Tasteful Alternative
to Higher Tar Brands.



True Exclusive. We call it the "Flavor Chamber" Filter. A unique filtration system made possible by Laser Technology that improves True 100's taste to a new fullness and richness. A flavor-rich tobacco experience that gives you a tasteful alternative to higher tar brands.

Longer Lasting Enjoyment Bonus. New True 100's are packed with extra tobacco. So every cigarette burns slower to give you longer lasting enjoyment. Noticeably longer.



New Breakthrough
True 100's. Go ahead. Test it
against the only taste
that counts. Yours!



It tastes too good to be true.

New True 100's

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Lorillard goes for nuances of appeal in its print ads for low-tar True, and its newest brand, Satin, positioned against contemporary women.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

notes that "we didn't change the media strategy. We thought what we originally did was terrific. Obviously, the magazine list leans heavily towards females — Satin is in everything from *Better Homes and Gardens* to *Vogue* and *Harpers*, — even *Time*, because they've got a readership that is 40% women." But, he laughs, "we didn't buy every book in every category. That's beyond our marketing resources."

While getting new brands established is important, Mau acknowledges that maintaining existing brands is critical. Mau cites a new program for

True, the company's premiere low-tar brand, which has been suffering from gradual share erosion. Mau comments that heavy promotional activity, plus the introduction of Barclay and Winston Ultra, put increased pressure on the brand. "True's share was either flat or down," recalls Mau. "So we ran the 'you found it' campaign, which did a very good job of building some awareness for the brand. That different approach tried to break it away from the crowded ultra-light types. And while we were doing that, we were continually looking at the product. Where could we improve it? How

The vast majority of cigarette smokers are brand loyal. Only around 10% of people switch brands annually.

could we give an additional reason for somebody to try it?

"During that whole process, we decided we could improve the taste of the product without altering the level of the tar count. Manufacturing came up with a way of doing this through laser technology." (The laser is able to punch smaller and more precise holes in the filter than a machine could, for more uniform filtration.)

Therefore, Lorillard this month is announcing a new improved True with a "unique, laser-cut filter." A new advertising campaign contains diagrams of the new filter and explains its benefits with, what for cigarette advertising, is long copy.

While a plateauing or slumping brand may get extra attention, brands that are moving well need attention too, Mau notes. Newport, which has enjoyed the best brand growth record in the industry over the past year, gets an added push this month with the use of Day-Glo orange in magazine ads.

Mau believes this use of Day-Glo in magazines is a first for the cigarette industry.

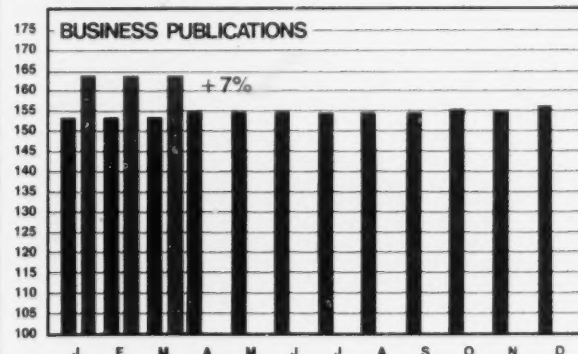
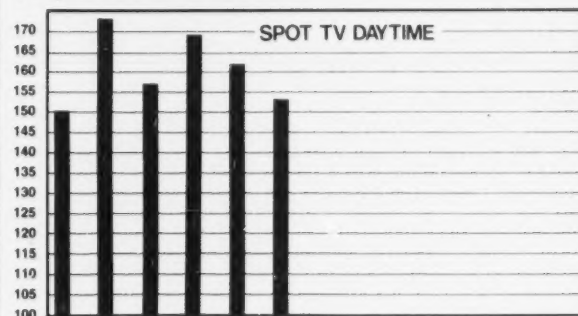
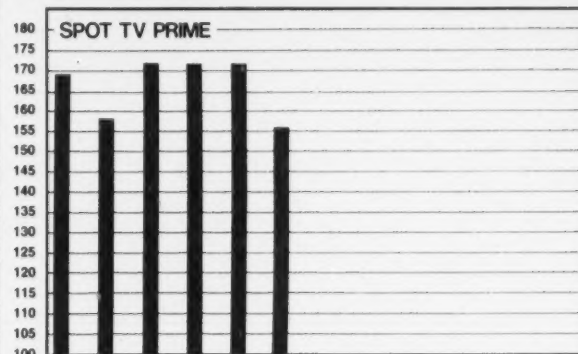
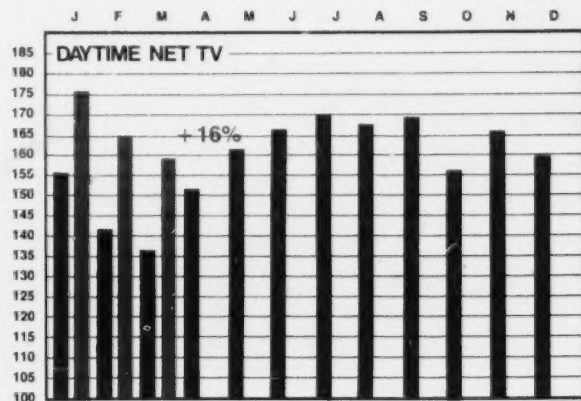
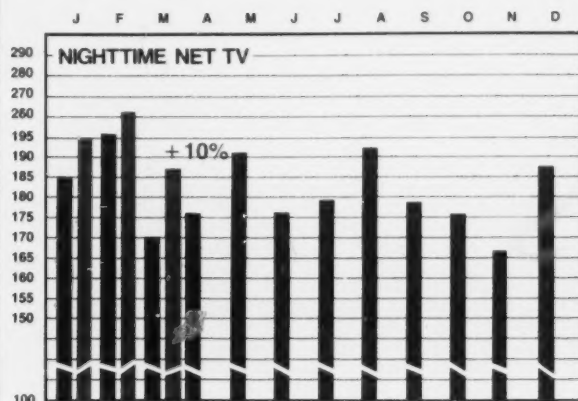
Mau candidly admits that real breakthroughs in cigarette advertising are few and far between. "I consistently characterize this business as one of nuances," he confides. "On a day-to-day basis, you try to find something a little bit different, whether it's a little bit of something different on your package or taking extra care with the photography that you do, it's paying attention to detail and finding some little nuances."

But ultimately, Mau pegs success to a careful watch on consumer tastes. "As tastes change in whatever category — in cereals you may go to granolas, or in cigarettes you may go to milder, or to full-flavor cigarettes — you've got to pay attention to what the consumer wants in the marketplace and meet those needs."

Fred Gardner

MEDIA COST INDEX

Black bars index for 1983; color bars 1984; base year 1977



March was a month of relative calm — no great surprises in media cost trends compared with the year-ago month. With one exception, the media represented in this analysis showed the same percentage change as reported last month. The one exception was no surprise — **nighttime network tv**.

Settling down after the up-pressure of the Olympics (+34%), this element shows a 10% increase over March 1983 and an upward move from the 5% reported in the January over January report.

Daytime network tv held at +16%. **Network radio**, for the third month running, was down from the same months in 1983. March came in at -1%.

The print media reported increases as follows: **magazines** — +8%; **newspapers** — +9%; **outdoor** — +10%; **supplements** — +22%, and **business papers** — +7%. In absolute numbers, there was a slight increase in magazines and newspapers; the repeated relative changes were a result of rounding.

For too long a time this cost analysis has been lacking trend data on spot broadcast — both television and radio. It now appears that, with the cooperation of Radio Expenditure Reports and the major radio representatives, we will again be reporting spot radio trends. Efforts to come up with data on which we can base a spot tv index are still being continued.

The Media Cost Index reflects trends extracted from available sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled.

Sources: **Nighttime Network TV** — Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service. **Daytime Network TV** — Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service. **Network Radio** — Cost per average 30-second radio announcement from BAR's Network Radio Service. **Spot TV — prime and daytime** — Cost per 30-second spot, Monday-Sunday from BAR's Spot TV Service.

Consumer Magazine estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn. **National supplements** estimate based on published (rate cards) costs of a page, four-color for the national supplements. **Daily Newspapers** estimate based on Newspaper Advertising Bureau report of SRDS costs per page line of a sample of 788 newspapers weighted to represent the universe. **Business Publications** estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications. **Outdoor Posters** based on estimate prepared by Institute of Outdoor Advertising. Spot Radio data to develop a continuing index are not available at the present.

How to read: Media Cost Index reflects latest available costs compared with base year 1977. Percent change shows rate of change from the same month in previous year.

MEDIA COST INDEX (continued)

Black bars index for 1983; color bars 1984; base year 1977

